

PRIDE TOOLKIT



The American Cancer Society Cancer Action Network (ACS CAN) participates in Pride events throughout the country to offer resources and information to LGBTQIA+ people who continue to face a political climate that impacts their ability to get safe, quality, comprehensive, and inclusive care without the fear of discrimination.

Honoring and celebrating Pride isn't limited to just one day or month, it is year-round, as is our support and allyship for our LGBTQIA+ communities.



Goals

The ACS CAN Cancer Votes program's primary goals for Pride 2026 are:

- **Be a constant, consistent, positive, visible, and FUN presence in communities during Pride Month**—to our neighbors and our elected officials.
- **Get supporters to sign up for more information about Cancer Votes.**

Secondarily, if locally allowed, we also would like to help people register to vote or check their registration.

Organizing Within Existing Events 2

This toolkit provides guidance on two ways to organize within *existing* Pride events: **tabling** and **street teams**. For each approach, check what is allowed at your local Pride event and get necessary permissions from the hosts if needed.

Roles

Depending on the event, some roles to consider assigning are:

- **Lead Organizer:** The lead organizer manages the schedule, tracks logistics information, and communicates with ACS CAN organizers while on the ground.
- **Equipment Lead:** The equipment lead makes sure everything from the tables to swag to snacks to sign up sheets gets where it needs to be.
- **Social Media Lead:** The social media lead makes sure you're capturing great photos and videos, and everything gets posted online and/or sent to ACS CAN organizers to build momentum.

Talking Points

The Issue: The LGBTQ+ community faces a disproportionate cancer burden due to systemic barriers that create major obstacles in prevention, screening, and treatment.

The Goal: Because lawmakers play a critical role in addressing these disparities, the nonpartisan **Cancer Votes** program works to ensure cancer policy and health equity are top priorities for all candidates.

The Cancer Promise: We are asking federal candidates to sign the **Cancer Promise**—a public pledge to support evidence-based policies that improve access to care and accelerate cures.

The Ask: **Your voice matters!** You can help us get candidates on the record and hold lawmakers accountable to advocate for our community's health by getting involved at CancerVotes.org.

Tabling is a great way to be a visible ally at Pride parades and other community events. Some people will sign up to support Cancer Votes and help elect leaders who will sign onto the Cancer Promise. Others will learn about the disproportionate cancer burden the LGBTQ+ community faces. Every interaction counts.

Tabling Checklist

- Permission from host**, if needed
- ACS CAN tablecloth**
- Cancer Votes + Pride t-shirts** for volunteers
- Cancer Votes signs, stickers, tattoos, fans**
- Palm cards** to get sign ups
- Ribbon activity foam board, colored paper ribbons, pins, and easel** (see right)
- Voter registration materials** (if allowed)
- Schedule for the day** for volunteers
- Your **elevator pitch**

Ribbon Activity



Set up the provided ribbon foam board on an easel to draw people to your table. Ask visitors to pin the paper ribbon that corresponds with a type of cancer that has touched them or someone they know:

- **Pink** – Breast Cancer
- **Light Blue** – Prostate Cancer
- **White** – Lung Cancer
- **Red** – Blood Cancer
- **Black** – Skin Cancer / Melanoma
- **Orange** – Leukemia
- **Purple** – Pancreatic Cancer
- **Gray** – Brain Cancer
- **Teal** – Ovarian Cancer
- **Light Purple** – Testicular Cancer

Tips

- You have about **three seconds** to get someone to stop at your table. Ensuring it's well set up, welcoming, and staffed maximizes your chances of getting into a conversation.
- Don't just stand behind the table—**stand in front, float around, and ask open ended questions** to hook someone in.
- Have your **elevator pitch** memorized; practice it in a mirror or to your pet.
- Assume people will support your mission but **don't engage with detractors** (you can say: "I hear you, but this is really about the importance of ending cancer, which the LGBTQ+ community is at a higher risk for" or "OK, thanks for stopping and have a great day" if you have to disengage).
- **Take photos, and post them on social media using #CancerVotes and tagging @ACSCAN** ([Instagram](#) | [Facebook](#)). Some examples of good photos, include:
 - Volunteers wearing Cancer Votes shirts and swag in groups, or talking to candidates and the public—ideally looking happy!
 - People taking action (scanning the QR code to take action, putting on swag).



Street teams don't wait for members of the public to come to your table—you go into crowds to get the word out. It can be intimidating, but with the right tools, you can have valuable interactions you otherwise would miss out on. (**Just make sure the event allows this!**)

Street Teams Checklist

- Palm cards** to get sign ups
- Cancer Votes + Pride t-shirts** for volunteers
- Your organized **3-step pitch** for once you're in conversation:
 - **Identity:** "I'm [Name] with Cancer Votes."
 - **Opening question**—not "how are you" but something open-ended like:
 - "Did you know that the LGBTQ+ community faces a higher cancer burden than the general public?"
 - "Have you heard about Cancer Votes?"
 - **The hard ask:** "Can I get you to sign up to take action with us through our Cancer Votes program?"

Tips

- Don't just wait for people to come to you: **go to them at events!**
- **Give people space:** don't approach head on, try a 45 degree angle
- Captive audiences are great: **seek out concessions lines, bathroom lines, existing groups**, etc.

The Ask

Whether at a table or on the street, **a great interaction will lead to people signing up for more information about Cancer Votes—the most important part!**

To secure sign ups for the Cancer Votes program please use the palm cards that were provided with your other Cancer Votes materials. The palm cards contain a QR code that interested supporters can scan with their phones. The QR code will direct interested supporters to [this sign up form](#).

Sample Social Media Copy

Instagram, Threads, Bluesky, X - Primary Post

Happy Pride! 🌈 I'll be at [#Pride Event] this [day] with #CancerVotes.

Why? The LGBTQ+ community faces disparities in cancer risk, screening & care. It's time to make cancer & health equity a national priority 🗳️

Come say hi and grab some free swag!



Instagram, Threads, Bluesky, X - Threaded Comment

Can't make it? Go to cancervotes.org/signup for more ways to get involved.

Facebook, LinkedIn:

Happy Pride, friends! 🌈

This [day], I'll be at #[Pride Event] spreading the word about #CancerVotes—a movement to make cancer a top priority this election season.

Why Pride? Because the LGBTQ+ community faces unique, systemic barriers to health care. From increased risk factors to major disparities in cancer screening and treatment, health equity is an LGBTQ+ issue. We need policies that protect everyone. ❤️ Come say hi, grab some free swag, and learn how you can help!

👉 Can't make it? Sign up to get involved here: cancervotes.org/signup



ACS CAN State-Led Event (Pre-Event):

Our amazing volunteers are heading to [#EVENT NAME]! 🌈

We're showing up to shine a light on the unique cancer burden facing the LGBTQ+ community and to get loud about #CancerVotes. Together, we WILL make cancer a top priority at the ballot box this election season. 🗳️🌟

Come find us at the event!



ACS CAN State-Led Event (Post-Event):

Our volunteers were so proud to show up for our LGBTQ+ siblings at [EVENT NAME].

Couldn't make it? Sign up to be an ACS CAN #CancerVotes Ambassador and join us in making cancer a top priority this election season: cancervotes.org/signup

