



2026 Volunteer Social Media Toolkit

AMBASSADORS

**Please list ALL viable candidates alphabetically by last name when tagging. If posts are too long from tagging multiple candidates, please make multiple posts, but make sure you're tagging all candidates in the race throughout your posts.*

- Excited to be a #CancerVotes Ambassador with [tag ACS CAN state or national]! Looking forward to seeing where [tag ALL candidates] stand on important cancer issues. [include selfie photo by a landmark in your town/city or with yard sign]
- I'm an @ACSCAN #CancerVotes Ambassador because [share your reason/story briefly]. [tag ALL candidates], I look forward to discussing important cancer issues with you [include photo in Cancer Votes t-shirt or with yard sign]
- I'm making cancer an election issue with [tag ACS CAN state or national]! Join me as a #CancerVotes Ambassador in [city/state]—together, we can ensure [tag ALL candidates] make cancer a top priority [in city/state/nationwide]. [include selfie photo by a landmark in your town/city]
- Join me as a #CancerVotes Ambassador and help bring cancer issues to the forefront of [insert state] elections! Your vote can save lives! Sign up today: www.cancervotes.org/signup

CANCER PROMISE

**Please list ALL viable candidates alphabetically by last name when tagging. If posts are too long from tagging multiple candidates, please make multiple posts, but make sure you're tagging all candidates in the race throughout your posts.*

- 🇺🇸 [tag ALL candidates], will you sign @ACSCAN's #CancerPromise? By signing, you'll pledge to support:
 - Cancer research
 - Affordable health care
 - Prevention and early detection

Cancer patients and their families are counting on you to help save more lives from cancer. Sign today here www.cancervotes.org/2026CancerPromise! #CancerVotes

- #CancerVotes gives candidates a chance to publicly affirm their commitment to @ACSCAN's cancer priorities. [tag ALL candidates], will you sign the #CancerPromise and pledge to support cancer research, affordable health care, and cancer prevention and early detection?
- As a #CancerVotes ambassador, I'm urging [tag ALL candidates] to sign the #CancerPromise, so voters know where they stand on the issues facing cancer patients, survivors and their loved ones. www.cancervotes.org/2026CancerPromise

FB/IG [insert a graphic or photo of yourself for IG and add link to bio]

- The #CancerPromise is an opportunity for candidates to publicly affirm their commitment to ACS CAN's cancer priorities. [tag ALL candidates], will you pledge to support:
 - ✓ Increases to federal funding for cancer research?
 - ✓ Policies that improve access to affordable health care?
 - ✓ Cancer prevention and early detection programs?

Please sign the Cancer Promise today, so voters know that if elected, you will prioritize cancer patients, survivors, and their families. www.cancervotes.org/2026CancerPromise #CancerVotes

THANKING FOR SIGNING THE CANCER PROMISE

**Please list ALL viable candidates alphabetically by last name when tagging. If posts are too long from tagging multiple candidates, please make multiple posts, but make sure you're tagging all candidates in the race throughout your posts.*

X

- Thank you [tag candidates] for signing @ACSCAN's #CancerPromise! We appreciate your commitment to cancer patients by pledging to support cancer research, affordable health care and cancer prevention and early detection. #CancerVotes
- Thank you [tag candidates] for signing @ACSCAN's #CancerPromise! By pledging to support cancer research, affordable health care, and cancer prevention and early detection, you're pledging to save lives from cancer. #CancerVotes
- 🙌 [tag candidates] by signing @ACSCAN's #CancerPromise you're helping make cancer a national priority! See which other candidates have signed. #CancerVotes [insert link]
- #CancerVotes is bringing cancer issues to the forefront of this year's elections. Thank you [tag candidates] for signing the #CancerPromise and pledging to support cancer issues if elected. See which candidates have signed: [insert link]

FB

- Thank you [tag candidates] for signing @ACSCAN's #CancerPromise! We appreciate your commitment to cancer patients by pledging to support increases to cancer research, improve access to affordable health care and cancer prevention and early detection programs. Your support will help save lives.

Check which other candidates have signed the promise today: [insert link] #CancerVotes

- Thank you [tag candidates who have signed] for signing the #CancerPromise. Your commitment to prioritizing cancer patients if elected is appreciated! [tag candidates who have not signed], will you join in this commitment and sign the Cancer Promise, so cancer patients know where you stand on important issues? #CancerVotes

IG [insert graphic or photo from a CV event]

- Thank you [tag candidates] for signing @ACSCAN's #CancerPromise! We appreciate your commitment to cancer patients by pledging to support increases to cancer research, improve access to affordable health care and cancer prevention and early detection programs. Your support will help save lives.

Check which other candidates have signed the promise today by clicking the link in my bio!
#CancerVotes

- Thank you [tag candidates who have signed] for signing the #CancerPromise. Your commitment to prioritizing cancer patients if elected is appreciated! [tag candidates who have not signed], will you join in this commitment and sign the Cancer Promise, so cancer patients know where you stand on important issues? #CancerVotes

PALM CARD QUESTIONS

**Please list ALL viable candidates alphabetically by last name when tagging. If posts are too long from tagging multiple candidates, please make multiple posts, but make sure you're tagging all candidates in the race throughout your posts.*

X

- Increasing funding for cancer research and prevention is critical to saving lives. [tag ALL candidates], will you support increases in cancer research funding for @NIH and @theNCI, and for cancer prevention programs at @CDC_Cancer? #CancerVotes
- Access to affordable, comprehensive health care can determine whether you live or die from cancer [tag ALL candidates], will you support evidence-based policies that improve access to affordable cancer care? #CancerVotes
- Tobacco use is a leading cause of cancer death. [tag ALL candidates], will you support sustained funding & resources for fact-based tobacco prevention & cessation programs and oppose weakening the federal government's regulatory authority over tobacco products? #CancerVotes

FB

- [tag ALL candidates], as part of #CancerVotes, ACS CAN advocates are working to get candidates on the record about important cancer issues. We have the following questions for you about accelerating cures, access to affordable care and tobacco prevention:

➔ Increasing funding for cancer research and prevention is critical to save lives. If elected, will you support increases in cancer research funding for @nih.gov and the @cancer.gov?

➔ Access to affordable, comprehensive health care can determine whether you live or die from cancer. If elected, will you support evidence-based policies to improve access to affordable cancer care?

➔ Tobacco use is a leading cause of cancer death and a primary driver of all cancer-related disparities. If elected, will you support sustained funding & resources for fact-based tobacco prevention & cessation programs and oppose weakening the federal government's regulatory authority over tobacco products?

If your answer is yes to all of the above, we urge you to sign the #CancerPromise to get on the record about these important cancer issues. www.cancervotes.org/2026CancerPromise

IG

[insert a picture of the palm card for IG and add link to bio www.cancervotes.org/2026CancerPromise]

- [tag ALL candidates], as part of #CancerVotes, ACS CAN advocates are working to get candidates on the record about important cancer issues. We have the following questions for you about accelerating cures, access to affordable care and tobacco prevention:

➔ Increasing funding for cancer research and prevention is critical to save lives. If elected, will you support increases in cancer research funding for @nihgov and the @nationalcancerinstitute.

➔ Access to affordable, comprehensive health care can determine whether you live or die from cancer. If elected, will you support evidence-based policies that improve access to affordable cancer care?

➔ Tobacco use is a leading cause of cancer death and a primary driver of all cancer-related disparities. If elected, will you support sustained funding & resources for fact-based tobacco prevention & cessation programs and oppose weakening the federal government's regulatory authority over tobacco products?

If your answer is yes to all of the above, we urge you to sign the #CancerPromise to get on the record about these important cancer issues. Tap the link in my bio.

CANDIDATE QUESTIONNAIRE (FOR GUBERNATORIAL RACES ONLY)

**Please list ALL viable candidates alphabetically by last name when tagging. If posts are too long from tagging multiple candidates, please make multiple posts, but make sure you're tagging all candidates in the race throughout your posts.*

X

- 🗳️ [tag ALL candidates], the @ACSCAN #CancerVotes candidate questionnaire will give you a chance to get on the record about important cancer issues in your state. Check your email inbox to answer the questions cancer advocates are asking!
- 📧 [tag ALL candidates], you've got mail! Cancer patients and their families are waiting for you to answer the #CancerVotes candidate questionnaire to tell them where you stand on important cancer issues in your state. Get on the record today!
- If elected governor, will you prioritize cancer patients, survivors and their families, [tag ALL candidates]? Answer the #CancerVotes candidate questionnaire @ACSCAN emailed you to let us know where you stand on cancer issues.

CHECK REGISTRATION STATUS

X/FB/IG [For IG, insert link in bio]

- Have you checked your voter registration status? Your vote has the power to save lives- make sure you're registered to vote in your state on Election Day! #CancerVotes www.fightcancer.org/vote
- You've been working hard with #CancerVotes to get the candidates on the record on—but have you made sure your voice will be heard on Election Day? Check your voter registration status today: www.fightcancer.org/vote
- Election Day is coming! Make sure your voter registration status is up to date so you can make your voice heard about critical cancer issues. www.fightcancer.org/vote #CancerVotes

CANDIDATE EVENTS / ROUNDTABLES / TOWNHALL / DEBATES

**Please list ALL relevant candidates alphabetically by last name when tagging. If posts are too long from tagging multiple candidates, please make multiple posts, but make sure you're tagging all candidates in the race throughout your posts.*

X/FB/IG

- I was excited to see [tag candidates] at [insert event name] and have a chance to ask them questions about where they stand on important cancer issues. #CancerVotes [insert photo from event]
- Thank you [tag candidates] for our attending [tag state account] #CancerVotes [roundtable/coffee chat] and discussing the important issues that face cancer patients, survivors and their families.
- It was great to meet [tag candidate] at [tag ACS CAN state account] #CancerVotes [event name] and get a chance to share my story and why cancer issues are important to me. I hope they sign the #CancerPromise and commit to prioritize cancer patients and their families.
www.cancervotes.org/2026CancerPromise

- So excited to be attending the [tag state account] #CancerVotes event We're here to urge [tag candidates] to make cancer a national priority. [insert photo from event]
- We're ready for our voices to be heard at the [tag state account] #CancerVotes rally! [tag candidates], we urge you to support cancer patients, survivors, and their loved ones. [insert photo from rally]
- I'm attending [state/race] [debate/townhall] tonight! I hope to ask [tag candidates] important questions about how they'll support cancer patients if elected. #CancerVotes [insert graphic/photo of debate/townhall]
- I'm tuning in tonight to watch [townhall/debate] to watch [tag candidates]! Hoping they'll discuss important policies that can impact that fight against cancer. See if they've signed the #CancerPromise and where they stand on important cancer issues: [insert link] #CancerVotes
- It's Debate Night! I'll be watching to see if [tag candidates] discuss important issues facing cancer patients and their families. See if they've signed the #CancerPromise and gone on the record about their commitment to cancer patients: [insert link] #CancerVotes
- It was great seeing [tag ALL candidates attending] at [name of event] today, but I wish I had the chance to ask you, if elected, will you support increases in cancer research funding for @NIH and @theNCI, and for cancer prevention programs at @CDC_Cancer? #CancerVotes
- It was great seeing [tag candidates] at [name of event] today, but I wish I had the chance to ask you, if elected, will you support evidence-based policies that improve access to affordable cancer care? #CancerVotes
- It was great seeing [tag candidates] at [name of event] today, but I wish I had the chance to ask you, if elected, will you support sustained funding & resources for fact-based tobacco prevention & cessation programs and oppose weakening the federal government's regulatory authority over tobacco products? #CancerVotes
- It was great seeing [tag candidates] at [name of event] today, but I wish I had the chance to ask you if you will sign the #CancerPromise and commit to helping save lives from cancer if elected. #CancerVotes www.cancervotes.org/2026CancerPromise

VOTING / ELECTION DAY

X/FB/IG [For IG, insert link in bio]

- Don't forget to make a plan to vote! It doesn't matter how you vote, whether by mail or in-person, just make sure your voice is heard. Have you checked which candidates have signed the #CancerPromise? [insert link]
- 🗳️ I voted today! As a #CancerVotes Ambassador, I spent this election season working to get candidates on the record about important cancer issues. See which candidates signed the #CancerPromise before you vote: [insert link]
- It's Election Day! @ACSCAN teams and volunteers have worked hard to get candidates on the record about important cancer issues via #CancerVotes. Check out which candidates have signed today: [insert link]