



2026 Tennessee **CANCER ACTION DAY**



Welcome to Cancer Action Day



Dear Tennessee Advocates,

Thank you for your willingness to participate in our 2026 Cancer Action Day.

As a leading health advocacy organization, we work every day to encourage elected officials to make cancer a top priority. We support evidence-based solutions designed to eliminate major health problems. And together, we bring together ordinary people with extraordinary power to fight cancer with the training and tools they need to make their voices heard.

We want our Cancer Action Day to be an opportunity for all of our volunteers to come together, unite our voices, and ask our elected officials to actively support the fight against cancer. We hope you will find our event energizing, exciting, and personally rewarding.

Included in this packet and your folder are all the resources you will need to advocate successfully with your lawmakers. We truly appreciate your commitment to advocacy and look forward to the great accomplishments we'll achieve together.

Thank you for all you do to help us fight cancer.

Keep fighting!

Let's get started!

Introductions:



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Hook, Line, and Sinker



The hook, line and sinker strategy will help ensure you cover key messages and conduct an effective and successful meeting with your lawmaker.

Hook: Who You Are

Tell them who you are. Remember, you are a voter, a survivor/caregiver/advocate and their constituent. Make sure everyone in the group introduces themselves.

Be careful. A little small talk is acceptable but stay on message and don't be drawn into storytelling off topic – you'll never know where the time went!

State why you are here by introducing the ask/s.

Line: Share your stories and statistics.

Be informative, be thorough and be concise. Provide your lawmaker with personal stories. They'll appreciate real-life examples that put a human face on the issue. Discuss how the legislation will directly affect you, your friends and your family. Personal stories truly make an impact and achieve results.

Sinker: The Request

Ask your legislator their position on the issue. Be polite, direct and specific. Wait for their response. It is important to get a clear answer to provide on your report back form.

Answer any questions to the best of your ability. If you don't know the answer, it's OK to say "that's a good question, I'm not positive on the answer, and I'll need to get back to you." Don't answer any questions you're not 100% sure you know the answer to – make sure to list them on your report back forms. This is an excellent opportunity for staff to follow-up with the lawmaker after our day!

Leave on a positive note. As you wrap up the conversation, repeat one last time what action you hope the lawmaker will support. Make sure your lawmaker and/or their staff member receives a copy of the leave-behind materials. Thank them for their time and offer to be an ongoing resource.

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Hook, Line, and Sinker, Continued



Hook

Who you are, where you're from -- Leader introduces the rest of the group.
"We are here to today to ask for..."

Line

What is the problem we are trying to solve? _____

What is the proposed policy solution?

What is a data point to back up that solution? _____

Share your cancer connection and how it relates to the ask.

Add your personal story:

Why are you passionate about the fight against cancer?

How can you find a connection to the days asks? _____

Sinker

"In conclusion..."

We're asking _____

Will you support [State Issue] to help cancer patients by

Lawmaker Meetings: Suggested Script



“Thank you, Representative/Senator _____, for taking the time to meet with your cancer-fighting constituents today.

My name is _____ and I am an ACS CAN volunteer. With me are constituents and advocates from around your district to talk about their cancer stories. **Introduce constituent(s) in the room with you.**

During this meeting we would like to discuss:

Our first priority:

- HB484/SB435, a bill to increase access to comprehensive biomarker testing that can help ensure patients get the right treatment at the right time.
 - This is important to me because (share your personal story and connect it to the ask. If another volunteer has a personal story that has a strong connection, please introduce them and have them speak. Keep it brief.)
 - The ASK: Will you support HB484/SB435?

Our second priority:

- Sustained funding for the Tennessee Tobacco Use Prevention and Control Program.
 - This is important to me because ...
 - The ASK: Will you support sustained funding for the Tennessee Tobacco Use Prevention and Control Program?

Our third priority:

- A \$4 million funding increase for the Tennessee Breast and Cervical Screening Program
 - This is important to me because ...
 - The ASK: Will you support a \$4 million funding increase for the Tennessee Breast and Cervical Screening Program?

Remember, we want to hear a yes or no answer.

- If your elected official answers yes to this question that is great! Thank him/her for their support.
- If your member answers no, ask why and if there is further information you can provide after the meeting. Include that information on your report back form.
- If your member doesn't give a direct yes or no answer, ask for clarification.
- You should plan to follow-up with your lawmaker 1-2 weeks after your meeting (by phone or email) to ensure their questions are answered and check on their level of support.

Please note: this script is a framework for your conversation. Please feel free to elaborate and share your personal cancer story and use information from the fact sheet and talking points.

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Lawmaker Meeting: Do & Don't



Do:

- Look and act professional
- Introduce yourself and tell the legislator where you are from
- Stay on message
- Be prepared to wait
- Know the asks and something about it
- Be efficient and articulate; the meeting should be brief and concise
- Ask for your legislator's support for the issue
- Stop discussing the issue if you get a "Yes"
- Leave a one-pager about the issue
- Turn off your cell phone
- Thank the lawmaker (be sure to also send a thank-you note)

Don't:

- Attempt to answer questions you don't know the answer to or commit to anything you aren't certain of
- Get angry or hostile
- Get distracted by small talk
- Mention your political affiliation
- Leave behind materials that aren't provided in this packet
- Lobby on other issues
- Get defensive if an elected official doesn't support our legislation

Report Back Notes



Your feedback helps our staff provide additional information to lawmakers and make strategic decisions in successful campaigns. Share with us what you heard from your Senator and House member during your meeting.

Lawmaker (if you met with staff, please provide name of member & staff)	Senator:	Representative:
Ask 1 (biomarkertesting)		
Ask 2 (tobacco control)		
Ask 3 (breast & cervical)		
Did the lawmaker/staff share any personal connection to cancer or our priorities?		
Other meeting Notes		

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Before Event

- Draft 3 social media posts that you can later copy and paste.
 - Who do you want to reach?
 - What story are you trying to tell?
 - What is one fact you want people to know?
- Share your personal story related to our asks at Cancer Action Day the night before.
- Follow your lawmakers on social media

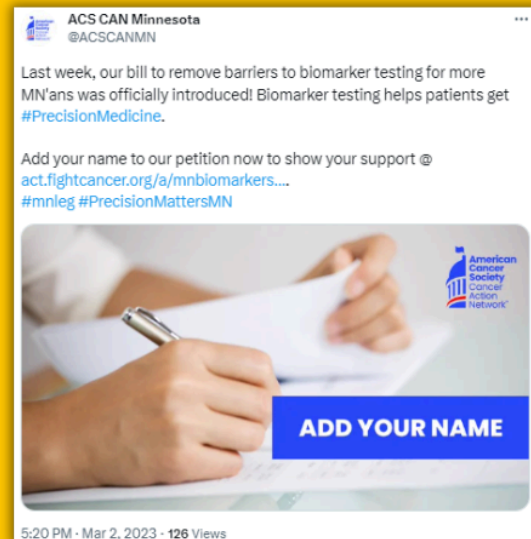
During Event

- Don't forget to post about what's happening in real time!
- Use hashtag in every post.
- Post updates, pictures, and tag lawmakers who volunteers are visiting.
- Tell lawmakers and their staff about our hashtag and handle and encourage them to use it.
- Thank lawmakers for meeting with us in a post and tag them in it. If possible, include a photo with the lawmaker for better engagement.
- Post an accompanying action alert for your campaign on your social media channels.

After Event

- Post pictures of lawmaker meetings and tag their handles. Remember to mention the legislation or campaign discussed and include the event hashtag.
- Share engage with other volunteers posts. Like, share, and comment.
- Share ACS CAN Tennessee posts on social media

Social Media, Continued



Sample Posts

- Great meeting with [**@LAWMAKERHANDLE**] during #ACSCANTennessee Cancer Action Day and discussing why it's so important to remove barriers to biomarker testing in Tennessee. Let them know why you think it's important, too!
- Spending the day at the **Tennessee** Capitol with **@ACSCANTennessee** asking lawmakers to make **Biomarker Testing** a priority! **#ACSCANTennessee**
- Thank you [**@LAWMAKERHANDLE**] for making Biomarker Testing a top priority! **#ACSCANTennessee**
- **@ACSCANTennessee** volunteers will be talking to lawmakers in 1 week at **#ACSCANTennessee** about **#BiomarkersTN**. Check back for photos & updates!

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Post-Event



Congratulations!

Cancer action day is completed! You should feel proud of the effort and the impact of your meetings.

Follow the steps below to properly wrap up your experience and tie any loose ends.

Social Media Posts:

Thank you @[legislator handle] for meeting with @ACSCANTennessee volunteers today to hear our stories and policy priorities. Together we can #FightCancer #ACSCANTennessee

Sorry we missed you, @[Legislator handle], during @ACSCANTennessee Cancer Action Day. We hope you will prioritize cancer patients in your policy positions this session. #ACSCANTennessee

Hand-Written Notes:

Use the cards provided and write a note for any legislators who you wanted to speak to, but weren't able. Just a quick "sorry we missed you".

Also write brief thank you notes for all legislators who took the time to meet with you.

Turn in these note cards to your Grassroots Manager.

Stay Involved:

Follow us on social media!

Visit fightcancer.org/Tennessee

Sign up to volunteer! fightcancer.org/volunteer-for-acscan

Remember:

Cancer Action Day is only one way to advance our priorities.

Think about how you can leverage this event to continue our life-saving work back home.

FAQ



Who do I call/text if I have questions/get lost/need help?

Please contact Nicole Lallatin, Grassroots Manager at 561-866-7106. Text is generally the best method during the event.

What do I wear?

A t-shirt will be provided (if you have yours from last year, please wear it!). Business casual pants/skirts and comfortable walking shoes. Blazer/cardigans are completely optional. Layers are suggested, as it may be cold in some offices.

ACS Staff: please ensure that you do not wear anything with ACS logos (ACS CAN logos are okay).

What time do I need to be at the State House? When are we done?

We will begin with breakfast and networking at 8am and the event ends at 2pm. You are welcome to stay the entire time, or leave after your last meeting. Please inform your group leader if you are leaving early.

What is a group leader? How will I know what group I am in?

For lawmaker meetings, attendees will be divided into groups based on your state senate district. This may include multiple state house districts, depending on how many constituents we have per district. Each group will have an assigned group leader, usually an experienced volunteer or a staff-member. When you arrive at registration, you will receive your group number and schedule. Group numbers will be displayed on table tents, please sit at the corresponding table to find your group leader and your fellow group members. If you need help, please contact Nicole.

What should I bring with me?

- Water
- A watch/cell phone to keep track of time
- A notebook to take additional notes during lawmaker meetings
- You will need to go through security, so please keep bags small and do not bring anything that would not be permitted in a government building.

Can we watch a committee hearing or general session?

You may attend committee hearings between meetings. Please refer to the Tennessee General Assembly's website for committee hearing schedules.

To attend general session, you must now have a free ticket. You may reserve this ticket in advance via TN.gov, or by emailing your member. If you need help doing either of these, please reach out to Nicole.

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