



ACS CAN Florida Volunteer Summit

June 2024

Agenda



- Opening Remarks
- What is ACS CAN?
- 2024 Federal Priorities
- 2024 Florida Wins and Next Steps
- Florida's Medicaid Covers US Campaign
- **Break**
- Strengthening Diversity and Inclusion
- From Paper to Power: Power Analysis
- **Lunch**
- Volunteer Fundraising
- **Break**
- Importance of Social Media
- Volunteer Engagement
- Closing Remarks

Opening Remarks & Icebreaker

Welcome – Meet your Florida ACS CAN Team



Natalie Kliné
Sr. Grassroots
Manager:
Southeast Florida
and Puerto Rico



Storm Goodlin
Sr. Grassroots
Manager:
North Florida



Sonja Foster
Grassroots Manager:
Southwest and
Central Florida



Susan Harbin
Sr. Government Relations
Director

Volunteer Leadership



Butch Rivera
State Lead Ambassador



Hyacinth Burrowes
Vice State Lead Ambassador

Ice Breaker



- **What is your name?**
- **Where are you from?**
- **How did you learn about ACS CAN?**



What is ACS CAN?

What is ACS CAN?

The American Cancer Society Cancer Action Network.
Abbreviated ACS CAN (pronounced A-C-S CAN)

Note: there is no hyphen in our name or abbreviation

ACS CAN is a grassroots membership organization that gives cancer advocates the opportunity to shape legislative agendas to ensure that they include important cancer issues.



Two Organizations, One Goal

ACS CAN



- 501c4
- Educates the public, lawmakers, candidates, and the media on cancer-related issues
- Lobbies for advanced cancer research funding
- Leads a national grassroots movement of cancer survivors and their families
- Holds lawmakers accountable for votes on cancer-related issues
- Publishes voter guides and sponsors candidate forums
- Has unlimited lobbying capability

ACS



- 501c3
- Educates the public on cancer prevention, early detection, and treatment
- Funds beginning investigators research
- Provides cancer information
- Works in local communities to help cancer patients
- Provides funding for advocacy and public policy work
- Has limited lobbying capability

What does ACS CAN do?

ACS CAN

Supports evidence-based policy and legislative solutions to eliminate cancer as a major health problem

Conducts advocacy campaigns at the local, state and national levels

1 million volunteers organized in 435 Congressional Districts

Approximately 150 staff nationwide

Volunteer Actions

Call your Member's DC Office

In-district Drop by

Social Media Day of Action

Complete action alerts for state or federal activities
(*note- please use your PERSONAL email address and HOME address*)

Share emails and social media posts with family and friends to take action too

Advocacy: Fighting Cancer through Public Policy Change

Access to Care



Accelerating Cures



Prevention, including Tobacco Control



Eliminating Disparities + Building Health Equity



2024 Federal Priorities

Federal Priorities

2024

1 Increased Funding Levels for Cancer Research and Prevention (FY 25)

2 Medicare Multi-Cancer Early Detection Screening Coverage (MCED) Act

3 Prostate-Specific Antigen Screening for High Risk Insured Men (PSA for HIM) Act

4 Screening for Communities to Receive Early and Equitable Needed Services (SCREENS) Act



FY 24 Appropriations Bill – signed March 2024



- Small increase for cancer research and prevention programs
- \$300 million increase for the National Institute of Health (NIH) base budget
- \$120 million increase in discretionary funds for the National Cancer Institute (NCI)
- \$500,000 increase for the Centers for Disease Control and Prevention (CDC) cancer screening and prevention programs
- Maintain the current funding level for the Advanced Research Projects Agency for Health (ARPA-H) at \$1.5 billion
- \$12.5 million in new dedicated funding for the development of palliative care research at NIH
- \$6 million initiative for improving Native American Cancer Outcomes
- \$110 million for the Prostate Cancer Research Program, within the Department of Defense (DOD)

Looking Ahead



FY 2025 Appropriations asks include:

- National Institutes of Health (NIH) \$51.303 billion (\$4.2 billion increase)
- National Cancer Institutes (NCI) \$7.934 billion (\$710 million increase)
- Advanced Research Projects Agency for Health (ARPA-H) \$1.5 billion, same as FY 2024)
- Centers for Disease Control (CDC) Cancer Programs \$472.4 million, including \$230 million for the National Breast and Cervical Cancer Early Detection Program (\$62.3 million increase).
- \$120 million for the Prostate Cancer Research Program, within the Department of Defense (DOD)



Florida 2024 Wins and Next Steps

Florida Priorities

2024



- 1 Biomarker Testing
- 2 Mary Brogan Breast and Cervical Cancer Early Detection Program Funding
- 3 Cancer Research Funding
- 4 Tobacco Prevention Program Funding



2024 Florida Legislative Wins

- Increasing Mary Brogan Breast & Cervical Cancer Early Detection Program funding to \$3 million (\$1.17 million increase).
- Passing a biomarker testing coverage bill (HB 885) that will impact Medicaid enrollees and individuals enrolled in the state employee insurance plans – this is a great first step in ensuring all Floridians have access to biomarker testing.
- Record funding for cancer research programs, including a \$40 million boost to the Florida Cancer Innovation Fund.
 - Casey DeSantis Cancer Research Fund: \$127.5 million
 - Florida Cancer Innovation Fund: \$60 million (\$40 million increase)
 - Bankhead–Coley Cancer Research Program: \$10 million
 - James & Esther King Biomedical Research Program: \$7.85 million
 - Live Like Bella Initiative (pediatric cancer research): \$3 million
- Tobacco Program: \$86.9 million (\$3.6 million increase)



Looking Ahead to 2025



- Expanding the biomarker testing coverage requirement to state-regulated private insurance plans.
- Protecting cancer-related appropriations in the state budget, including maintaining Mary Brogan program funding at \$3million, research programs, and tobacco prevention and education.
- Continued education and advocacy related to Medicaid expansion and closing the coverage gap.

Looking Ahead to 2025



Incoming Legislative Leadership for 2025 and 2026 Sessions:

- Senate President-Designate Ben Albritton (R-Wauchula)
- House Speaker-Designate Danny Perez (R-Miami)

Important Dates:

- Election Day: November 5, 2024 (many districts will have new state lawmakers)
- Pre-Session Committee Weeks in Tallahassee will take place between December 2024-February 2025 (specific dates TBD)
- County Legislative Delegation Meetings will take place in-district between November 2024-February 2025; these are fantastic opportunities to present ACS CAN priorities to all House and Senate members that represent a particular county
- 2025 Legislative Session begins on March 4, 2025

Biomarker Testing

Biomarkers and Precision Medicine



Biomarkers – a characteristic that is objectively measured and evaluated as an indicator of normal biological processes, pathogenic processes, or pharmacologic responses to a specific therapeutic intervention. Includes *gene mutations* or *protein expression*.

The right treatment, at the right time

- An essential component of precision medicine
- Targeted cancer therapy
- Avoidance of therapies unlikely to provide clinical benefit

Not just about cancer:

- Being explored in a variety of disease areas (e.g., cardiology, rheumatology, neurology, infectious, respiratory, autoimmune diseases)

What Is Biomarker Testing?



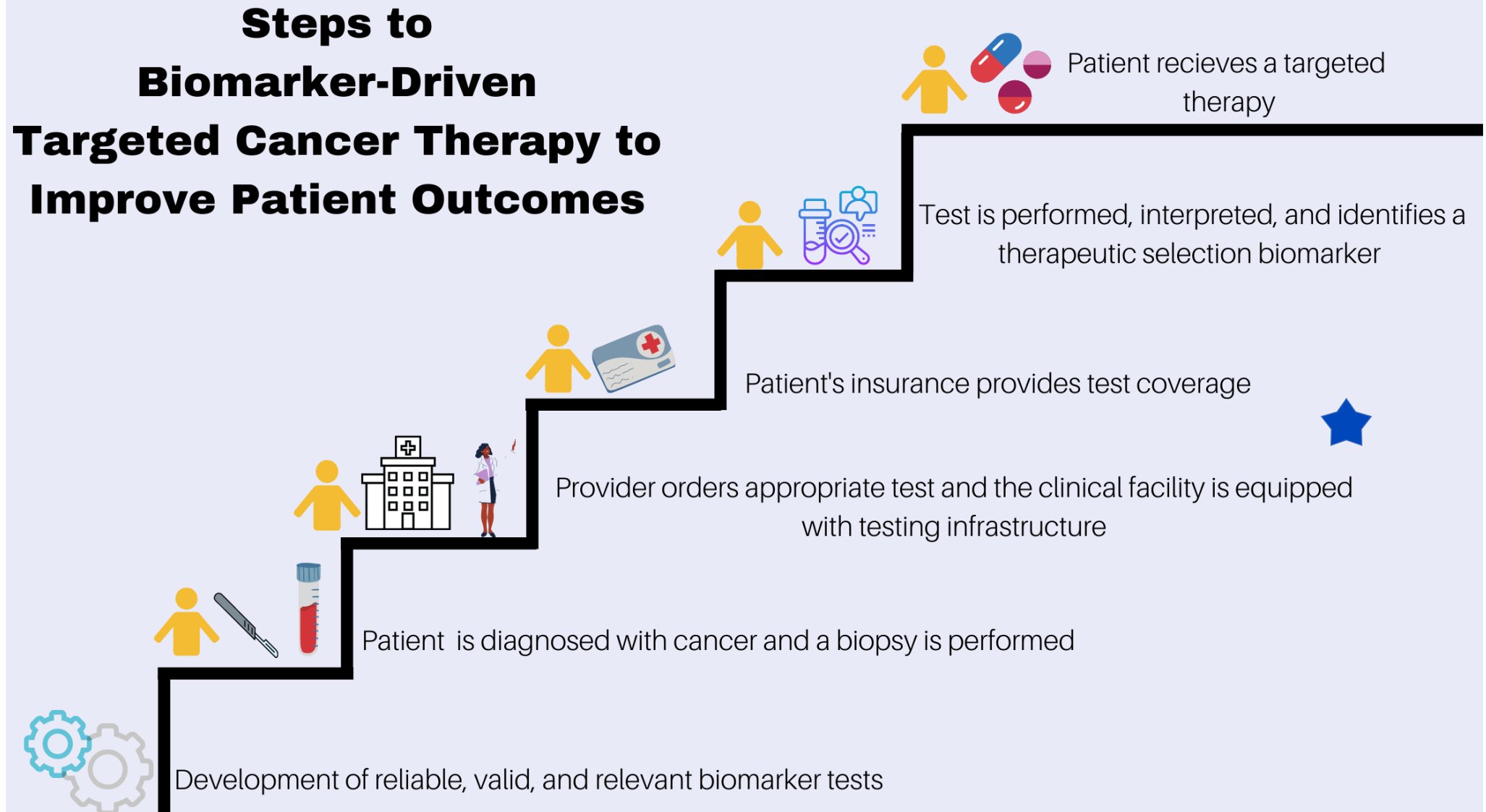
Biomarker testing in people with cancer

- Looks for the presence of molecules like proteins or gene mutations found in cancer cells
- Can be used to inform therapy selection and treatment decisions
- Example: EGFR-positive non-small cell lung cancer --> several EGFR inhibitors

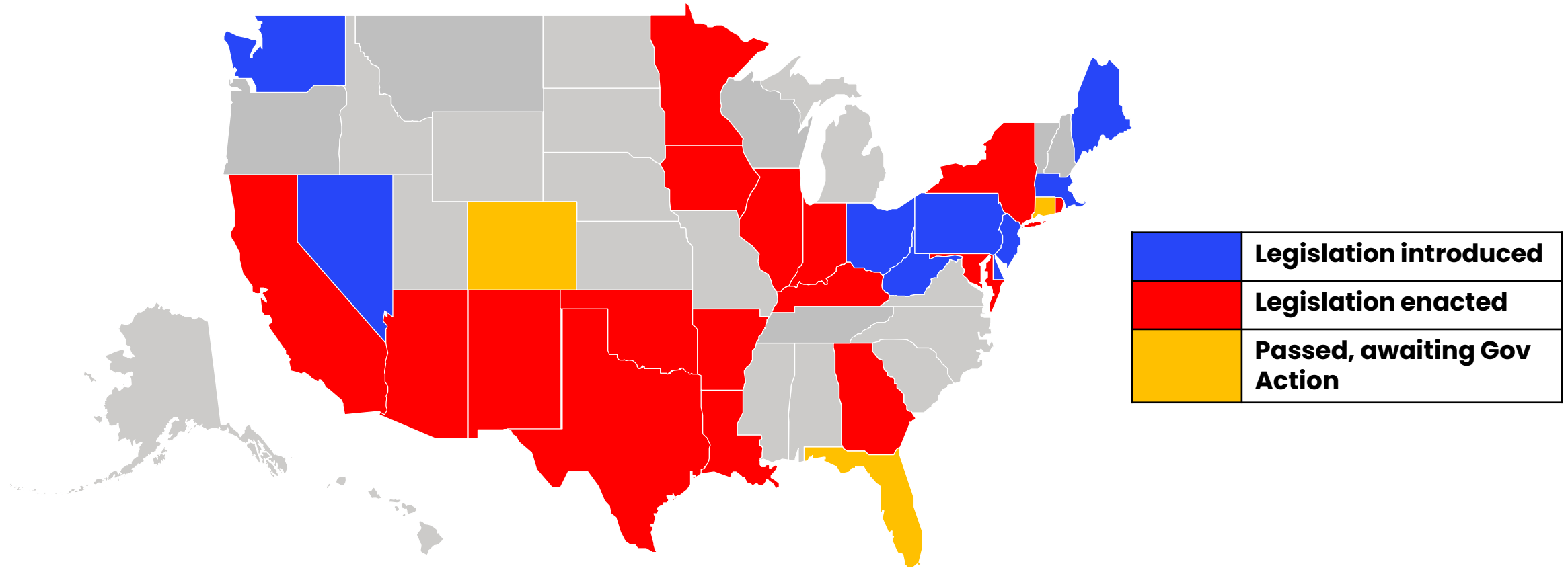
Biomarker testing can also be used to:

- Identify the likeliness of disease recurrence or progression
- Predict a drug's efficacy or likelihood of toxicity
- Identify signs of disease recurrence before it is visible on imaging

Barriers to Cancer Biomarker Testing



Legislation to Expand Access to Biomarker Testing



Legislation enacted: AR*, AZ, CA, GA, IA, IL, IN, KY, LA, MD, MN, NM, NY, OK, RI, TX

Legislation introduced/expected in 2024: CO, CT, FL, MA, ME, NJ, NV, OH, PA, WA, WV

Legislation passed awaiting Governor's action: CO, CT**, FL** (includes state employee health plans)

*Commercial coverage only **Medicaid coverage only

Questions

Overview: Florida's Medicaid Coverage Gap



Medicaid Expansion in Florida

What is Medicaid?

- Medicaid is a health insurance program that provides comprehensive and affordable health care coverage to people with low incomes.
- Medicaid provides essential health services to low-income people with disabilities, older adults, children, families and pregnant women.



Medicaid Expansion and ACS CAN



Access to Health
Care

=

Access to screenings
Access to medications
Access to treatment

Medicaid for Adults – Who Qualifies?



In Florida you must have a dependent child and make less than about \$7,200 per year (28% FPL) for a family of 3.



There is **NO help** for adults without children, regardless of how much you make.

Supreme Court Ruling Leads to Missed Opportunity

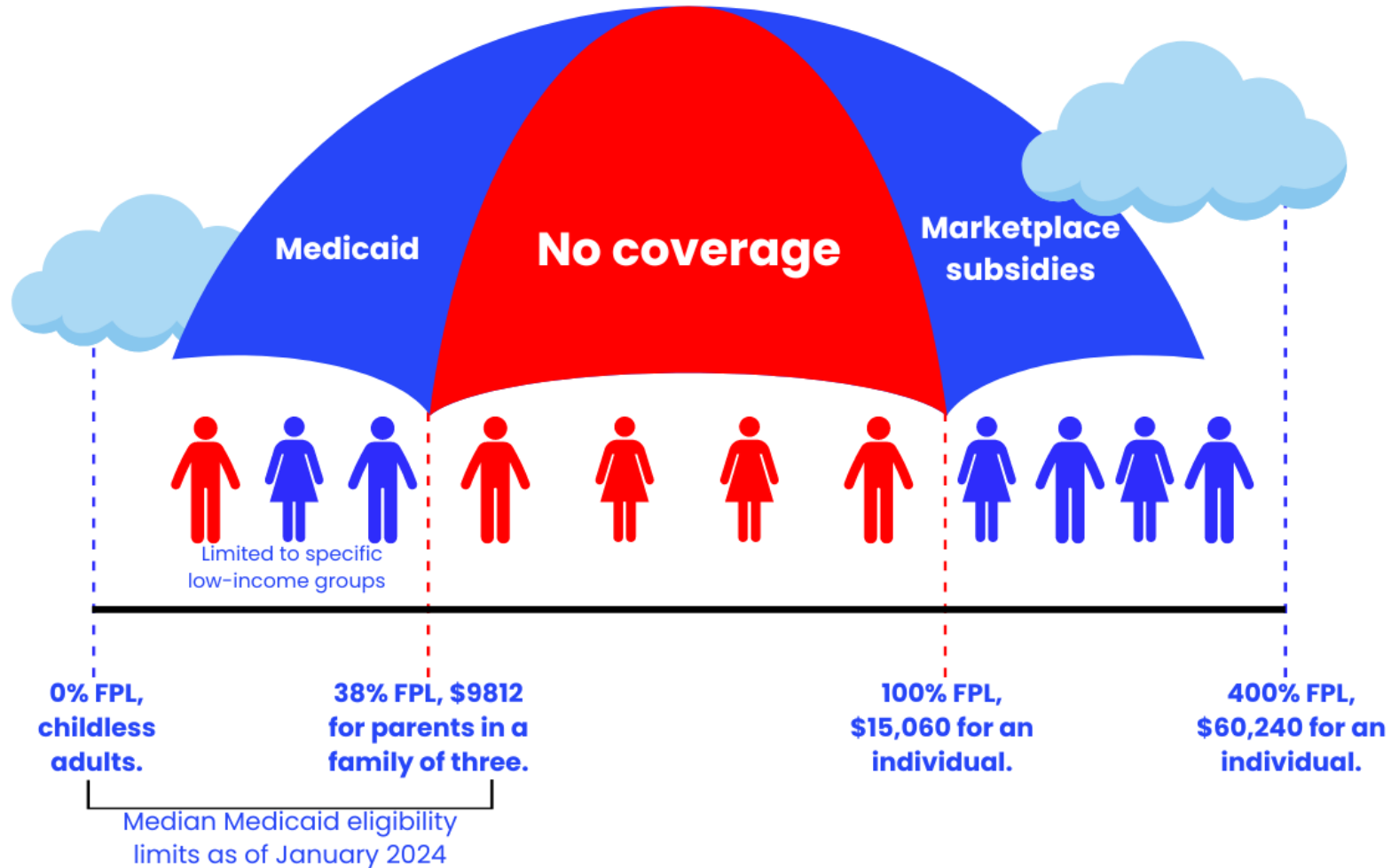
- The ACA created healthcare.gov which allowed low to moderate wage workers to buy health insurance at reasonable and affordable rates.
- For very low-income workers, the ACA provided federal funding for states to expand their Medicaid programs to cover this population.
- States challenged the ACA and in 2012 the Supreme Court upheld the ACA and the Marketplace, but the ruling made the provision expanding the eligibility criteria for Medicaid “optional” to states.



To date, 40 states + the District of Columbia have expanded access to Medicaid!

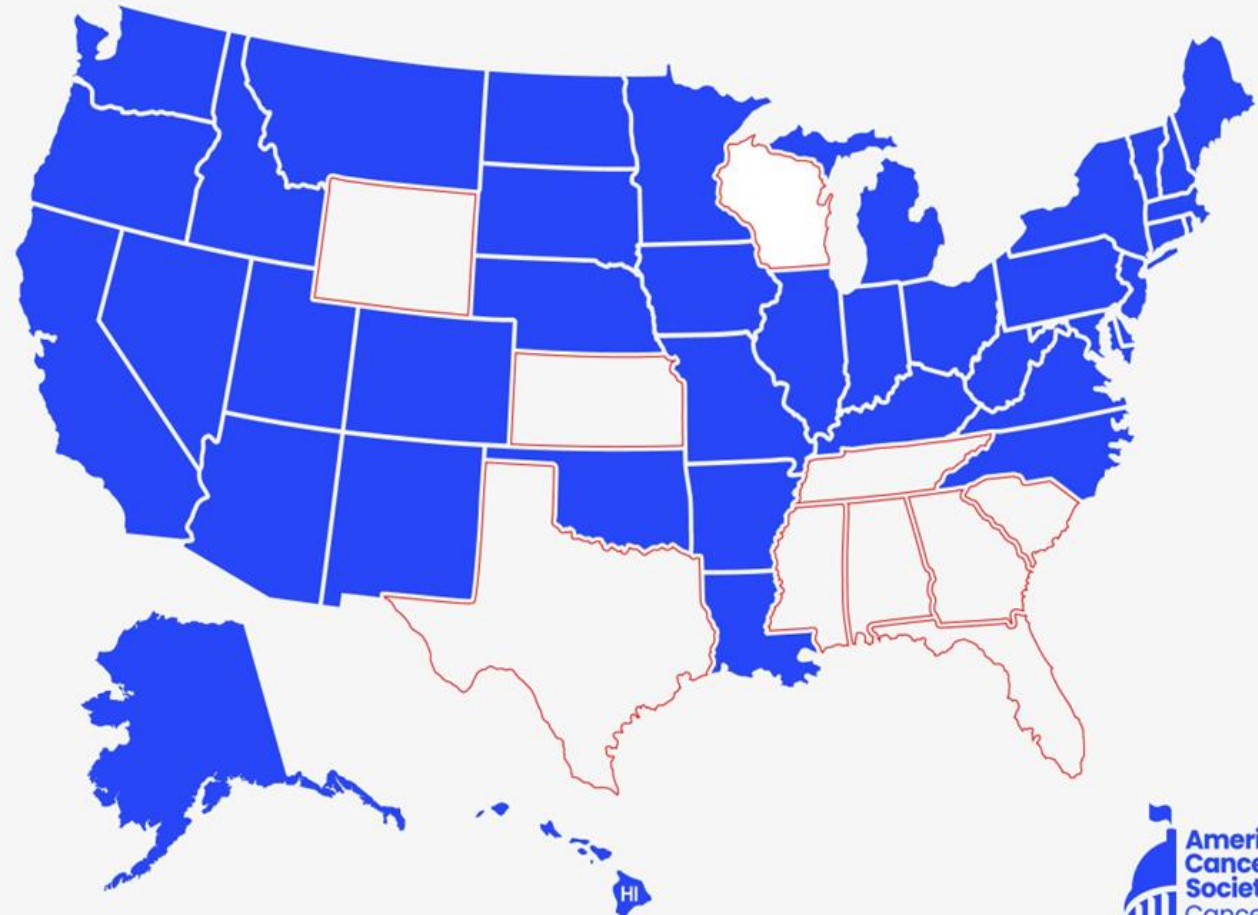
Who is in the Coverage Gap?

Nearly 1.4 million Floridians.



Florida's Pathway to Medicaid Expansion

**It's time to expand
Medicaid in the
remaining 10 states.**



South Dakota – Ballot Measure

A Medicaid expansion ballot measure appeared on the November 2022 general election ballot.

- Passed with 56% support
- ACS CAN was heavily engaged in South Dakotans Decide Healthcare coalition.
- 42,500 lower-income residents gained access to affordable coverage.
- Estimated \$63 million in health care savings for the state in first two years.



Medicaid expansion and ACS CAN

Where you live shouldn't determine *if* you live.



- ACS research shows that in states that have closed the health insurance coverage gap, cancer outcomes are better than states where the gap still exists. But, for millions of low-income Americans, the state they live in could determine if they have access to health services, including cancer care.
- To date, 40 states and the District of Columbia have increased access to their Medicaid programs, providing over 21 million individuals and families access to health care coverage and to lifesaving tests like mammograms, colonoscopies and other cancer screenings.
- We are working in the remaining 10 states to reach the day when everyone has access to affordable health care.



Dr. Arif Kamal
Chief Patient Officer,
American Cancer Society

"Cancer is curable if it's caught early, and it's only caught early if it's screened for, and screening requires appropriate health insurance."

Medicaid **covers** US



About Medicaid Covers US

- Medicaid Covers US is our public education campaign to remind the public and policymakers that we must improve access to health coverage so that everyone has access to affordable health care. Medicaid is a lifeline for countless Americans and their families.
- Expanding access to Medicaid is one part of the fight against cancer – and for achieving health equity, so that everyone – no matter their ZIP code or the color of their skin, has an opportunity to be as healthy as possible.
- This requires removing obstacles to health based on where people live, addressing racial disparities in health outcomes, and broadening access to good jobs with fair pay, quality education, housing, and health care for all Americans.

Access Denied: The Injustice of the Medicaid Coverage Gap



Elevating personal stories

A key component of both our Medicaid priority campaigns and our Medicaid Covers US public education work are personal health care stories.

- Humanizing people – having the share their real lived experience will not change everyone’s mind – but it can change many. And not just lawmakers but their constituents.
- Stories have the power to create change. Collecting and sharing stories that pertain to an issue can be one of the most effective ways to get the attention of decision makers, media, constituents, volunteers and the public.



Questions

Medicaid Covers US

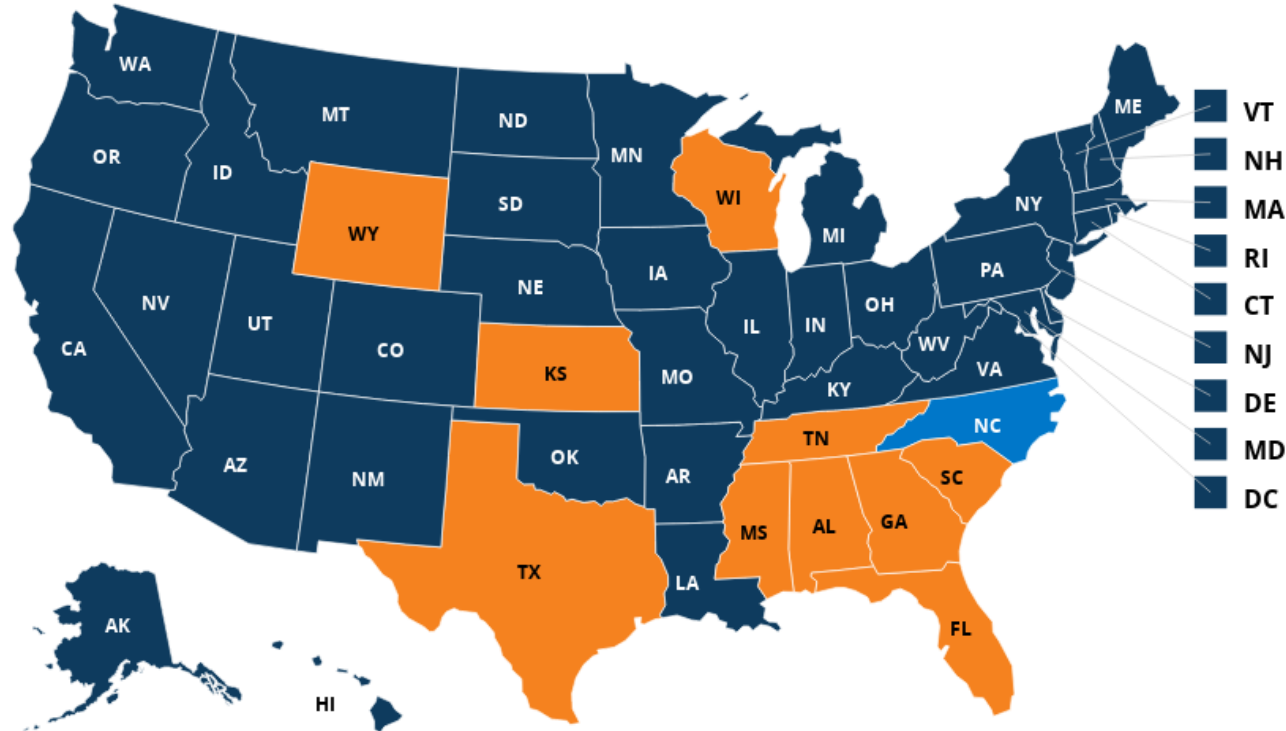
2023 Film Project Overview



This year, the Medicaid Covers US team embarked on a new film project aimed at highlighting Medicaid expansion as a significant step towards more equitable health care in the United States.



Status of State Action on the Medicaid Expansion Decision



SOURCE: KFF, kff.org



Closing the Medicaid coverage gap in non-expansion states improves cancer outcomes, particularly for people of color; connecting this policy issue with the overall mission of ACS and ACS CAN. With this new film, we aim to build upon this message.

The film centers on the lived experiences of Black Americans caught in the coverage gap as well as experts who speak to the history of racial bias and discriminatory practices within America's health care system.





Ashley O'Shay
Director

Ashley O'Shay is a director-DP based in Chicago, IL, whose work focuses on illuminating marginalized voices. She specializes in immersive stories, recognizing the societal impact in observing life as is. In 2020, she premiered her debut feature, *Unapologetic*, a deep look into the Movement for Black Lives in Chicago, told through the experiences of two fierce abolitionist leaders. The film premiered at the 2020 BlackStar Film Festival, broadcast on PBS POV, and was shortlisted for the International Documentary Association Awards. Her work also appeared in the critically acclaimed Lifetime docuseries, *Surviving R. Kelly*. Her attention to detail and sincere interest in the Black experience poise her perfectly to tell this story.

Meet the storytellers





Neidre Fears
Belden, Mississippi

Cuts to Mississippi's Medicaid program ended Neidre's full time job as a case manager. When her job ended, so did her health insurance. Neidre understands all too well the importance of consistent access to healthcare – she watched her mother struggle to work while getting sicker and sicker, and by the time she could afford to see a doctor her cancer was too advanced for treatment.

From Neidre's own postpartum cancer scare to managing her diabetes, she has been left to rely on faith and family to get by, loading up on vitamins and prayers.



Pamela Williams
Sylvester, Georgia

Pamela's health insurance coverage ended abruptly in 2023. Now she is unable to afford her prescriptions or see her doctors. When she is feeling well, and sometimes even when she isn't, Pamela hosts free public events that bring resources like food and health information to her little community. The need is great in Worth County, Georgia – where the leading cause of death is cancer.



Brian Williams
Tallahassee, Florida

Since aging out of his childhood Medicaid coverage as part of the foster care system, Brian has struggled to access healthcare as his employers have not always offered health insurance, and high deductibles have put coverage out of reach.

Brian has Type 2 Diabetes and his lack of access to affordable health insurance has caused him to take shortcuts with his medications. Because he can't afford his prescribed insulin, Brian purchases over-the-counter insulin from Walmart.



Karen Winkfield, MD, PhD
Executive Director, Meharry-
Vanderbilt Alliance

Dr. Karen Winkfield is a radiation oncologist specializing in the treatment of hematologic and breast malignancies. Through her work and her position as an ACS CAN board member, she lends her national expertise in community engagement with research focused programming that reduces sociocultural and economic barriers that contribute to disparate health outcomes for racial/ethnic minorities and underserved populations.



Cliff Albright

Co-founder and Executive Director,
Black Voters Matter Fund

Cliff's dedication to building community and organizational capacity related to Black voting power began more than two decades ago in Selma, Alabama, but the fight of his life began when he was diagnosed with two distinct forms of cancer just over two years ago.

He believes that Black communities need to speak more openly about their health, and that there is healing power in community.



IN DUE SEASON

A FILM BY ASHLEY O'SHAY

Elevating Personal Stories

A key component of both our Medicaid priority campaigns and our Medicaid Covers US public education work are personal health care stories.

- Stories help to illustrate key themes in state campaigns and present the need for policy change from a different angle.
- Videos are one way to tell personal stories for different audiences – short documentaries for screenings and events, short cut-downs (30-45 secs) for social media.



Questions?

ACS CAN Florida Medicaid Expansion Campaign



ACS CAN's Role in Florida's Expansion Campaign?



- ✓ Education Campaign
- ✓ Story Collection
- ✓ Volunteer Engagement

Next Steps

- Educate your friends and Families
- Host Film Screenings
- Attend community events
- Represent ACS CAN at ACS Events
- Share on Social Media
- Invite potential new volunteers to our trainings and monthly calls



BREAK!

Strengthening Diversity and Inclusion

Strengthening Diversity & Inclusion



The American Cancer Society Cancer Action Network (ACS CAN) is committed to ensuring everyone has a fair and just opportunity to prevent, find, treat, and survive cancer.

Cancer impacts everyone, but it doesn't impact everyone equally, and that is why **diversity**, **equity**, and **inclusion** are vital to ending cancer as we know it, for **everyone**.



Strengthening Diversity & Inclusion



Diversity and Inclusion goes beyond race and ethnicity.

It encompasses providing fair and equitable treatment to traditionally marginalized groups based on gender, geographic location, age and disability, etc.



Barriers to Diversity & Inclusion



- Unconscious Bias
- Social Climate
- Fear of the Unknown
- Communication Challenges

Ways to Strengthen Diversity & Inclusion



- Go into diverse communities
 - Organizations, social groups, faith communities,
- Build trust within communities
 - Cultural Awareness
- Messaging
 - Hope, Resilience, Empathy

Affinity Group Mission

The Affinity Groups guide ACS CAN's national campaigns and initiatives to enhance, strengthen, and diversify communications, messaging, partnerships, policy initiatives, and volunteer outreach, training, and engagement within their communities.

- Black Volunteer Caucus (BVC)
- LGBTQIA+ & Allies Engagement Group
- ACSí Se Puede Hispanic/Latino Advocacy Alliance
- Asian American & Pacific Islander Volunteer Caucus
- Youth Leaders Caucus (YLC)
- Indigenous Volunteer Voices

Affinity Groups

Affinity Group Member Roles & Responsibilities



- Serve as a current ACS CAN volunteer with your state team
- Participate in and contribute to monthly virtual meetings
- Develop, promote, participate, and implement activities
- Review and provide timely input on messaging, materials & talking points
- Promote and amplify education, awareness, and action content & alerts
- Identify groups, organizations, and influencers for partnership and amplification opportunities
- Recommend innovative approaches to advance volunteer engagement
- Serve as spokespeople
- Represent your Group at Cross-Affinity Group meetings and activities
- Time commitment: 2-4 hours per month

How to Become an Affinity Group Member



**Talk with
your GRM**

- **Contact AG staff partner**
- **Complete Interest Form**

- **Onboarding process**
- **Complete Vol. Comm. form**

Paired with AG member

Attend Meetings

How can you support the AGs?



- Learn more about each AG on their webpages: fightcancer.org/AffinityGroups
- Share with fellow volunteers and at engagement events
- Promote events, activities, and campaigns
- Encourage volunteers that belong to AGs to share during team meetings

Get Involved



**AAPI
Volunteer
Caucus**



**Young
Leaders
Caucus**



**Black
Volunteer
Caucus**

[**fightcancer.org/AffinityGroups**](https://fightcancer.org/AffinityGroups)



**ACSí Se Puede
Alianza de Defensa
Hispana-Latina**



**LGBTQIA+ & Allies
Engagement
Group**



**Indigenous
Volunteer
Caucus**

Questions

Power Analysis: From Paper to Power

Power Analysis Overview



- Know the district
 - Constituent demographics, civic groups, leading industries, ACS events
- Know the member
 - Personal and political history, large donors, position on issues, committee membership
- Find your power
 - Leverage ACS relationships and events
- USE YOUR POWER

The Strategic Meeting



- Meetings are rare opportunities to:
- Demonstrate influence (power)
- Convey the connection to the district

Frame The Meeting



- Use the research
- Find the connections
 - What information is going to support your ask?
- Make it relevant
 - Connecting it to the district
- Build the plan

Recap



- Power analysis is a tool to identify current gaps and opportunities in time to address them
- Goal is to ensure the teams in your state reflect their districts, match the needs of their members, and that these two things are not a secret
- **Power that we show = A YES IN MEETINGS**

LUNCH TIME!

Volunteer Fundraising



**Why is fundraising
for ACS CAN so
important?**

ACS CAN Volunteer Fundraising

Volunteers wanting to fundraising for ACS CAN have a tool called **DonorDrive**:

acscan.donordrive.org

4 Ways for Volunteers to Fundraise online with DonorDrive:

Lights of HOPE

Celebrations

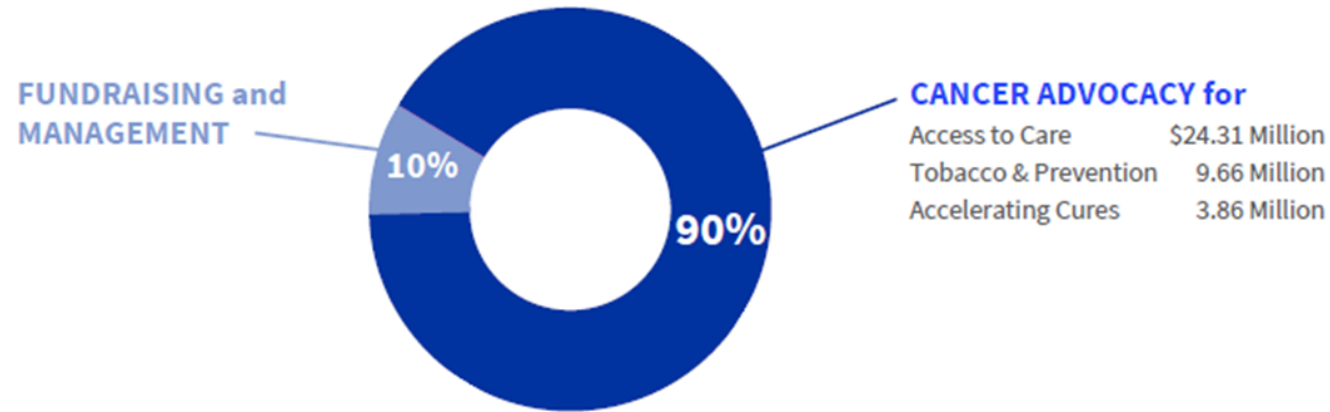
Create Your Own Event

Honor / Memorial



Where Does the Money Go?

Quite simply, it goes toward historic legislative accomplishments that will save more lives from cancer. Examples include securing an increase in federal cancer research funding, expanding access to cancer care for hundreds of thousands of people and making restaurants and bars smoke-free.



In just the past year, ACS CAN has:



Secured an increase of
\$2.5 billion
for biomedical research funding at the
National Institutes of Health.



Made even more restaurants, bars
and workplaces smoke free.
Helped strengthen tobacco
control laws nationwide.
62.3% of the U.S. population
is now protected from secondhand
smoke exposure by local or
statewide smoke-free laws.



Continued to fiercely advocate to expand
access to quality, affordable health care
through Medicaid for over
2 million lower-income individuals
in the coverage gap in the
11 states that have yet to
expand Medicaid.

FUNDRAISING – Florida Volunteer Goal:

\$45,000

Lights of Hope

Other Fundraising

Challenges

Partner Fundraising

DonorDrive

Local Displays

Spread the word!

Text, Email, & Social

**Double Good
Popcorn**

Coffee Shops

Local Restaurants

81

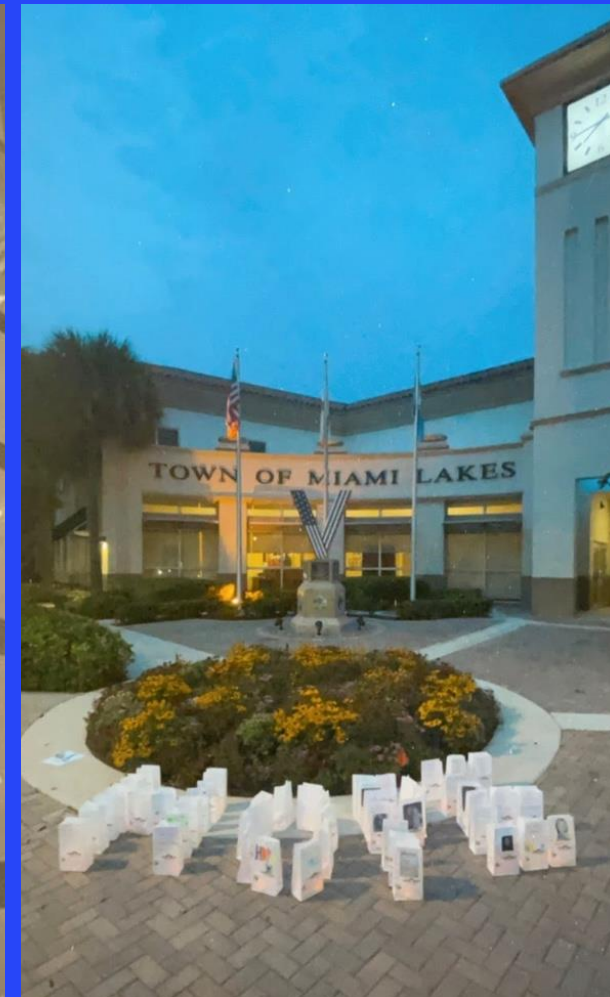
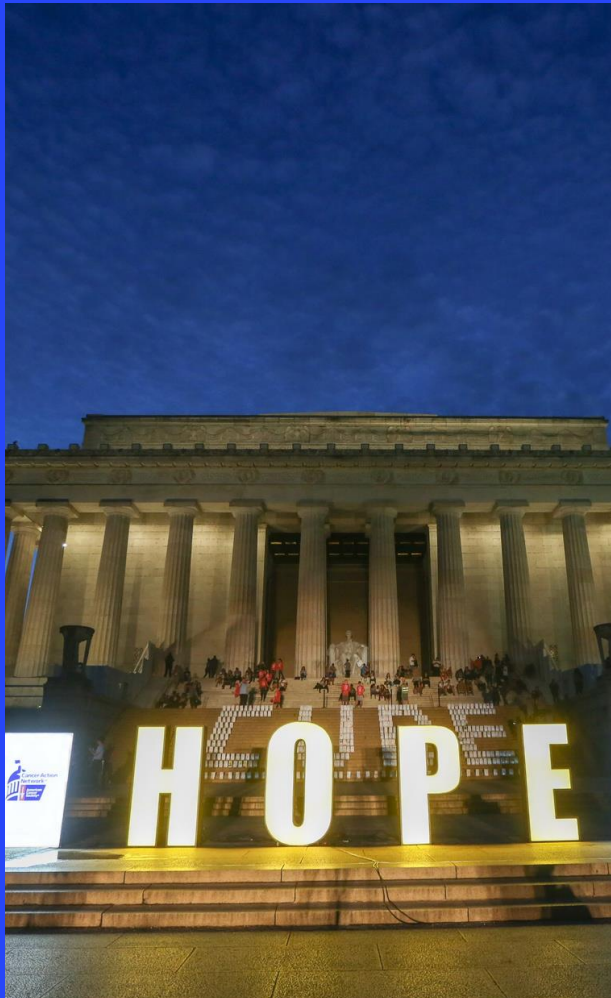


Share your photos and tag us on social!



Lights of Hope
ACROSS AMERICA
fightcancer.org

What is Lights of Hope?



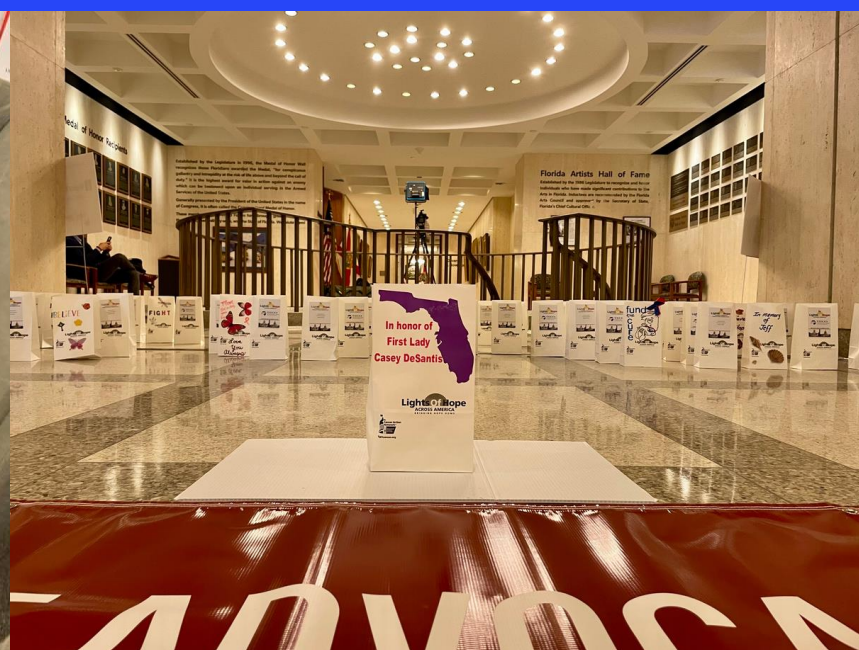
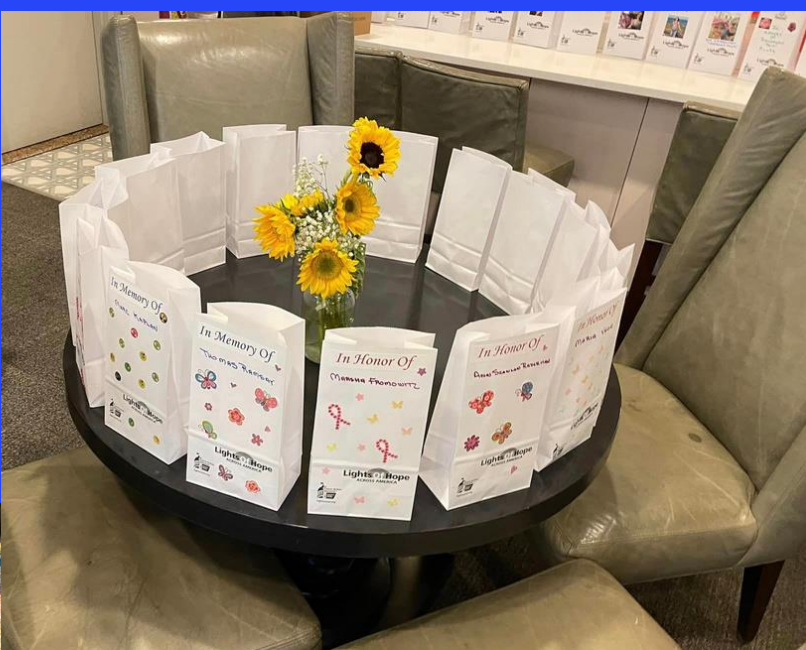


Displays across the
country in **August
and September of
2024**

Hope Walk in DC:
**Tuesday,
September 17**

When is Lights of Hope?

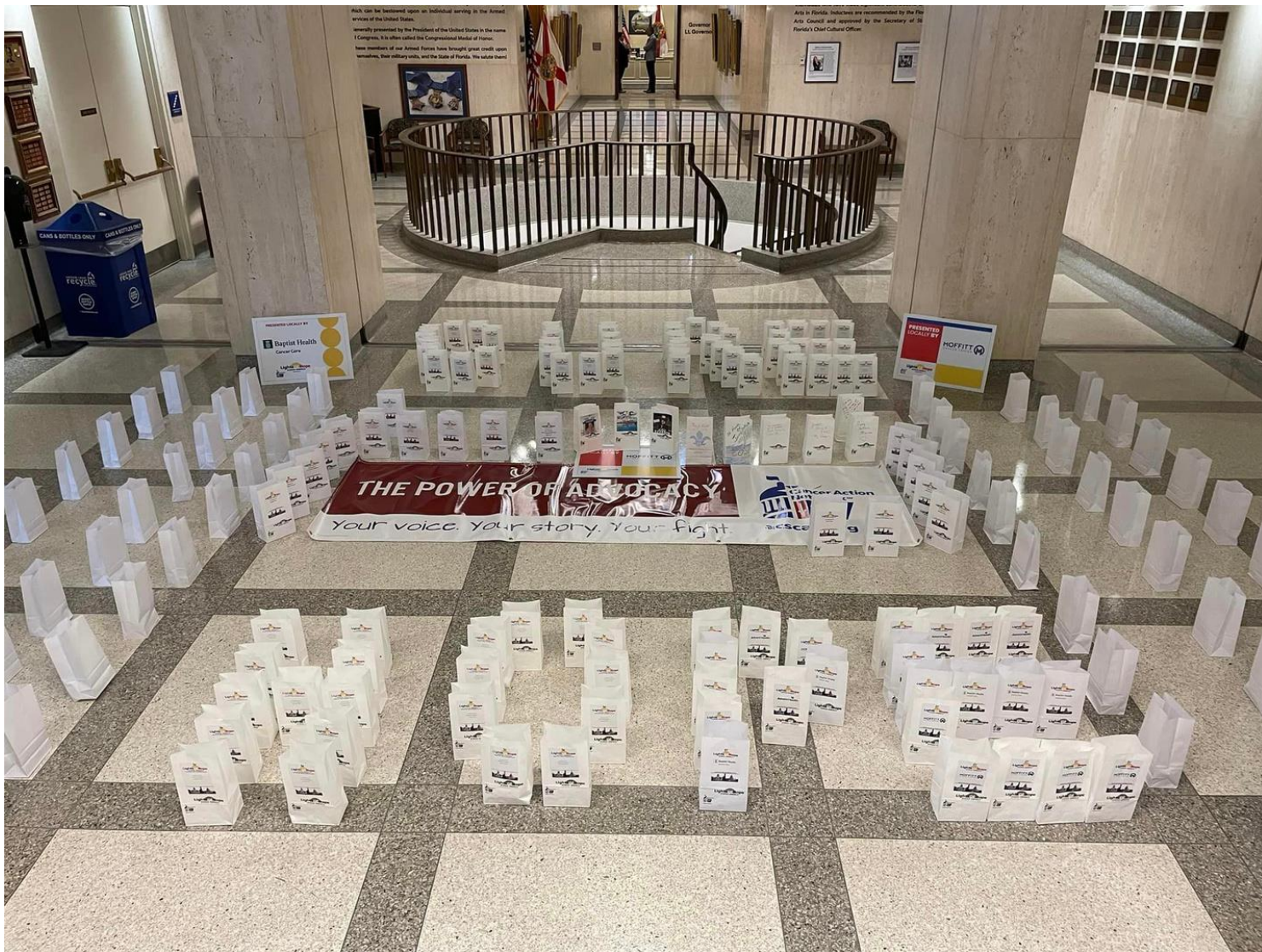
Where are Lights of Hope displayed?





- Large in-person Lights of Hope display that is part of leadership Summit and Lobby Day
- Each attendee can bring up to 20 Lights of Hope Bags to display
- Lights of Hope are organized by state at the Hope Walk

What is Hope Walk?



Sept 5, 11:59pm ET

- Incentive deadline
- 1st photo deadline

Oct 15, 11:59pm ET

- DonorDrive closes
- Final Photo deadline

What are the deadlines?

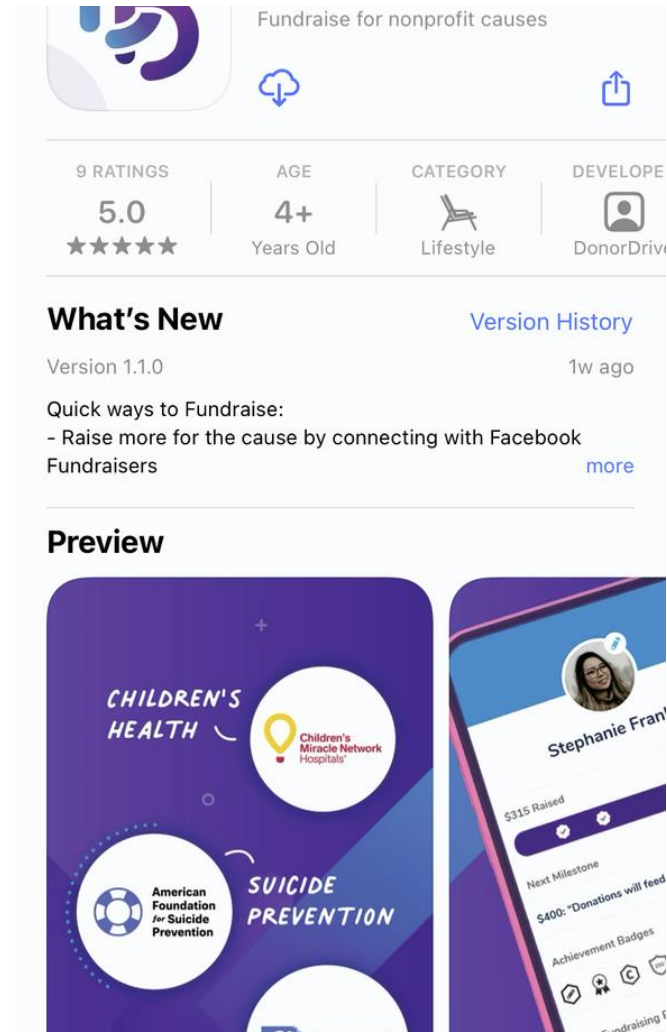
How do I fundraise for Lights of Hope?

www.fightcancer.org/hope

DonorDrive App

The DonorDrive Fundraising App is available for Apple iOS users and Android users.

Users can search for "DonorDrive" to find the **DonorDrive Charity Fundraising app**



Everyone ⓘ

Install



About this app

Fundraise for nonprofit causes

Lifestyle

Ratings and reviews ⓘ

No reviews yet

Inside the App



1:50

53%

Molly's Test Event

\$5 Raised

\$500 Goal >

Next Milestone

\$100: first milestone >

Your Fundraising Page

“ Update Story >

📄 View Page >

📄 Share Page

🔗 Copy Page Link

Donations

You

Fundraise

Feed

1:50

53%

Fundraise

Social & Sharing

Tweet Fundraising Updates

Auto tweet donations

Fundraise with a QR Code

Get quick in person donations >

Share your Page

Share on social and text

Ask for Donations

Send New Email >

Sent Emails >

Contacts >

You

Fundraise

Feed

1:50

53%

< Share Code

Molly Waite

Donors can scan this code to make a donation!

SHARE

You

Fundraise

Feed

Donations

[Your Page](#) [Dashboard](#) [Donations](#) [Messages](#) [Resources](#)

Welcome, Molly. 3

Donations

2023 Lights of Hope ▾

Donations Received

[Add Offline Donation](#)

[Make a Donation →](#)

[Download Donor Report](#)

You've raised 2% of your goal!

\$10 Raised

\$500 Goal

[THANK YOUR DONORS](#)

Molly Waite

Participant Donation

\$10

01/09/2023

Total Received: \$10

LOH DonorDrive in Spanish!



ESCOGER IDIOMA ▼

LOGIN DE LA CUENTA

Búsqueda de Recaudación 🔍

\$9,069 Recaudado

Meta \$877,000

REGÍSTRESE AHORA!

DONAR A ESTE EVENTO

El evento de Luces de Esperanza es el evento de recaudación de fondos más conocido de la Red de Acción Contra el Cáncer de la Sociedad Americana Contra el Cáncer (ACS CAN) dedicado a honrar a quienes han sido afectados por el cáncer y recordar quienes hemos perdido. Este año celebramos el decimocuarto evento anual de Luces de Esperanza.

Con la ayuda de voluntarios de todo el país, juntaremos más de 70,000 Luces de Esperanza en 2024. Cada Luz de Esperanza representa la historia del cáncer de un ser querido: un sobreviviente, alguien que está recibiendo tratamiento, alguien que falleció de cáncer o alguien que sirvió como cuidador.

Cuenta la historia de tu ser querido donando a Luces de Esperanza. Tu exhibición de Luces de Esperanza será parte de los miles de exhibiciones en comunidades de todos los Estados Unidos, entre las cuales habrá una en el National Mall en Washington D.C.

Queremos que tú y tus seres queridos sean parte del esfuerzo del 2024. Los fondos recaudados a través de Luces de Esperanza permiten que los voluntarios de ACS CAN de todo el país hagan oír sus voces para garantizar que nuestras ciudades, nuestros estados y nuestra nación adopten políticas basadas en la evidencia científica que mejoren las vidas de las personas con cáncer y de sus familiares.

Gracias a nuestro Patrocinador Presentador del evento de Luces de Esperanza

\$9,069 RECAUDADO

99 PARTICIPANTES

Can I solicit Sponsorship?

www.fightcancer.org/lohsponsorships

- \$200
- \$350
- \$500
- \$1,000
- \$2,500
- \$5,000
- \$10,000
- Family (Starting at \$350)



Lights of Hope
ACROSS AMERICA
fightcancer.org



SEPTEMBER 2024
PARTNERSHIP OPPORTUNITIES



Lights of Hope ACROSS AMERICA fightcancer.org

Sponsorship Opportunities

State Premier Sponsor | \$10,000

- Up to 250 Lights of Hope bags to be personalized at the sponsors discretion
- Logo featured on four lawn signs to be displayed across your state
- Logo recognition as STATE section sponsor at the DC Hope Walk
- Recognition on ACS CAN STATE social media pages
- Opportunity for name recognition in local press release
- Opportunity to speak at local event, where applicable
- Recognized as a Corporate Friend in ACS CAN's Corporate Membership Program.
 - Issue briefings with ACS CAN Senior Leadership
 - Complimentary invitation to annual National Forum on the Future of Health Care in Washington, DC
 - Receive ACS CAN's monthly outreach e-newsletter
 - Recognition in ACS CAN's annual Advocacy Accomplishments report and on the ACS CAN website

Champion Sponsor | \$5,000

- Up to 200 Lights of Hope bags to be personalized at the sponsors discretion
- Logo featured on four lawn signs to be displayed across your state
- Logo Recognition on ACS CAN STATE social media pages
- Opportunity for name recognition in local press release
- Opportunity to speak at local event, where applicable
- Recognized as a Corporate Sponsor in ACS CAN's Corporate Membership Program.
 - Issue briefings with ACS CAN Senior Leadership
 - Receive ACS CAN's monthly outreach e-newsletter
 - Recognition in ACS CAN's annual Advocacy Accomplishments reports and on the ACS CAN website.

Diamond Sponsor | \$2,500

- Up to 150 Lights of Hope bags to be personalized at the sponsors discretion
- Logo featured on two lawn signs to be displayed in your community
- Logo Recognition on ACS CAN STATE social media pages
- Recognition in ACS CAN's annual Advocacy Accomplishments Report
- Opportunity for name recognition in local press release



Sponsorship Opportunities Cont.

Platinum Sponsor | \$1,000

- Up to 100 Lights of Hope bags to be personalized
- Logo featured on two lawn signs to be displayed in your community
- Logo Recognition on ACS CAN STATE social media pages
- Recognition in ACS CAN's annual Advocacy Accomplishments Report
- Opportunity for name recognition in local press release

Gold Sponsor | \$500

- Up to 50 Lights of Hope bags to be personalized
- Logo featured on lawn sign to be displayed in your community
- Logo Recognition on ACS CAN STATE social media pages
- Recognition in ACS CAN's annual Advocacy Accomplishments Report

Silver Sponsor | \$350

- Up to 35 Lights of Hope bags to be personalized
- Name featured on lawn sign to be displayed in your community
- Name Recognition on ACS CAN STATE social media pages
- Recognition in ACS CAN's annual Advocacy Accomplishments Report

Bronze Sponsor | \$200

- Up to 20 Lights of Hope bags to be personalized
- Recognition on ACS CAN STATE social media

Family Sponsor | Starting at \$350

Families can come together and sponsor your at-home event. As a family, you can place a photo of a loved one and the family name in place of a logo. The family would receive the benefits at the appropriate level.

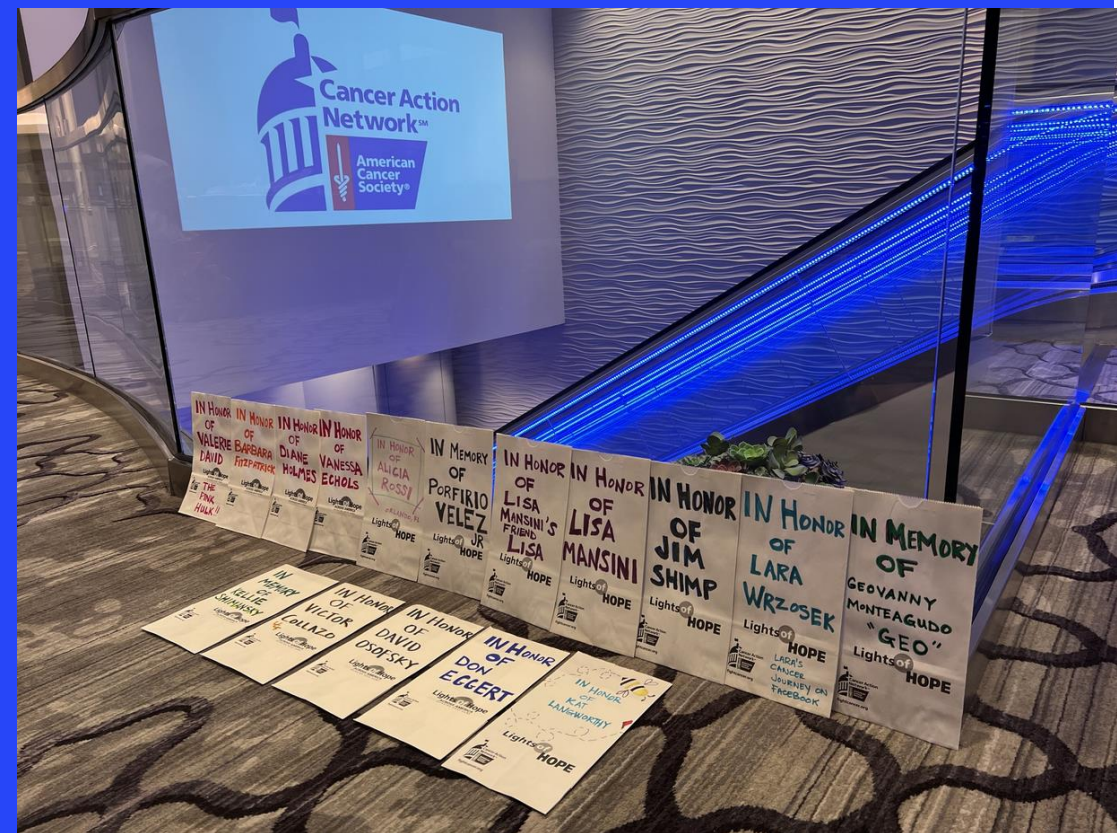
Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc are not tax deductible.



- Instructions
- Fundraising Incentives
- Sponsorship Materials
- Important Dates
- Additional Resources
- At Home Guide
- Photo Submission Link
- Recordings
- And more!

Where do I find LOH Resources?
www.fightcancer.org/lohresources

Who Decorates the Lights of Hope bags?





Who Decorates the Lights of Hope bags?



How do I order Lights of Hope bags and supplies?





- Hope Level — Raise over \$200
- Cure Level — Raise over \$500
- Grand Champion of Hope — Raise over \$1,000
- Hope Hero — Raise over \$2,500
- Top Advocate — Raise over \$5,000
- Top Ten Fundraisers

Are there fundraising incentives?
www.fightcancer.org/lohresources

Are there
other
important
dates?

Lights of Hope Fundraising Panels

- May 29 @ 7:30pm ET
- July 17 @ 7:30pm ET
- August 19 @ 7:30pm ET

Lights of Hope Challenges

- Show Us Your Hope: June 9–15
- 24-in-24 Hours: July 25
- \$100-in-100 Hours: August 22–25

Activities

1) Download the DonorDrive App

DonorDrive Charity Fundraising App

2) Sign Up for your 2024 Lights of Hope Campaign

3) Create your first Light of Hope.

**THANK
YOU!**

BREAK!

Importance of Social Media



SOCIAL MEDIA 101







Florida Volunteer Summit Edition

Trivia NIGHT

Game Rules

- The game consists of three rounds of questions, each with a different theme
- Players or teams have a limited time to discuss and write down their answers.
- Each correct answer earns one point.
- Players should refrain from using external sources (e.g., smartphones, the internet) to find answers during the game.



Are you
ready?!



Round 1

Facebook

Round 1

Around ?-in-ten U.S. adults say they ever use Facebook, a statistic that has remained relatively flat since 2016



Round 1

Around ?-in-ten U.S. adults say they ever use Facebook, a statistic that has remained relatively flat since 2016



Round 1

?-in-ten Americans say they regularly get news from Facebook.

★ ★ ★

Six

★ ★ ★

Two

★ ★ ★

Five

★ ★ ★

Three

Round 1

?-in-ten Americans say they regularly get news from Facebook.



Round 1

What fraction of U.S. teens ages 13 to 17 use Facebook



1/3



3/4



1/2

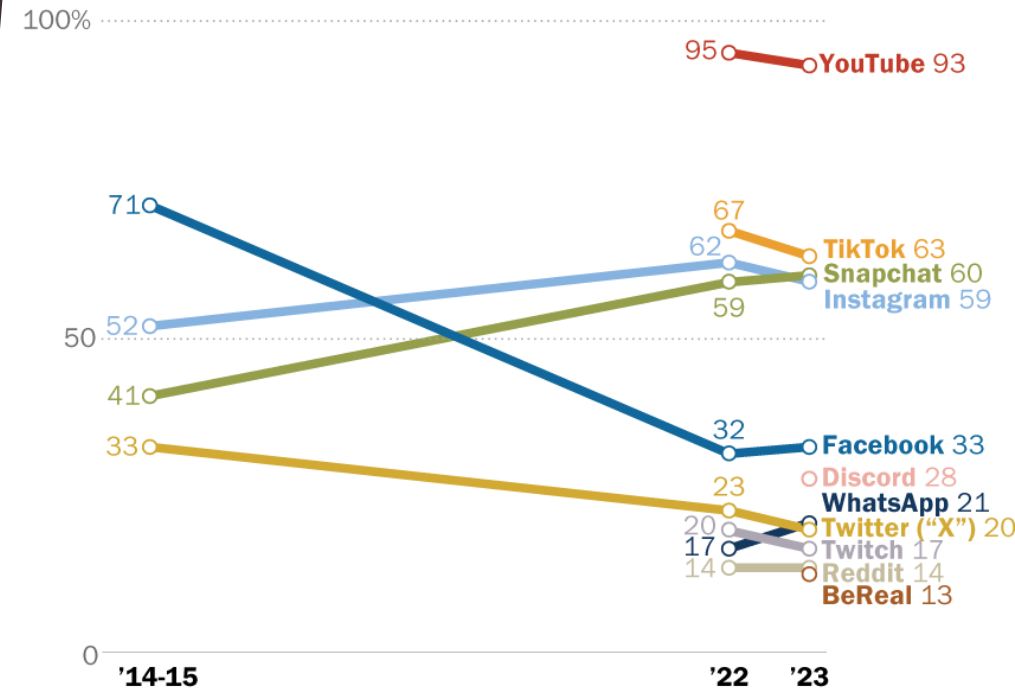


1/4

Round 1

What fraction of U.S. teens ages 13 to 17 use Facebook







Commercial Break

U.S. teens 33

Boys 29

Girls 36

White 34

Black 37

Hispanic 31

Ages 13-14 24

15-17 38

Urban 35

Suburban 28

Rural 40

HOUSEHOLD INCOME

<\$30K 45

\$30K-\$74,999 41

\$75K+ 27

Note: Not all numerical differences between groups are statistically significant. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer not shown.

Source: Survey of U.S. teens conducted Sept. 26-Oct. 23, 2023.

PEW RESEARCH CENTER



Round 2

Twitter

(You can call it X if you want - I've
got the clicker so I'm calling it
Twitter.)



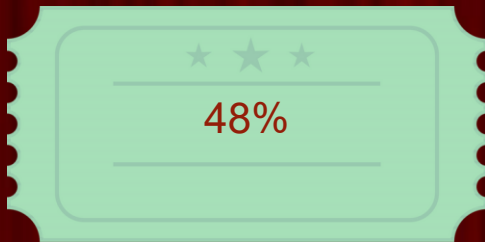
Round 2

What % of Users Turn to Twitter to Get the Latest News?



Round 2

What % of Users Turn to Twitter to Get the Latest News?



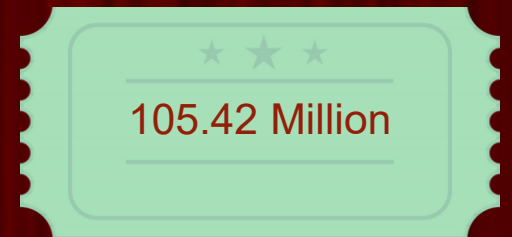
Round 2

Twitter Has How Many Users In The United States?



Round 2

Twitter Has How Many Users In The United States?



Round 2

In 2023, what member of Congress was the most active on Twitter?



Marjorie Taylor
Green



Jon Ossoff



Ted Cruz



Alexandria
Ocasio-Cortez



Round 2

In 2023, what member of Congress was the most active on Twitter?



Round 2

In 2023, what member of Congress within the Florida Delegation was the most active on Twitter?



Anna Paulina
Luna



Maxwell Frost



Debbie
Wasserman
Schultz



Rick Scott



Round 2

In 2023, what member of Congress within the Florida Delegation was the most active on Twitter?



Anna Paulina
Luna



Maxwell Frost



Debbie
Wasserman
Schultz

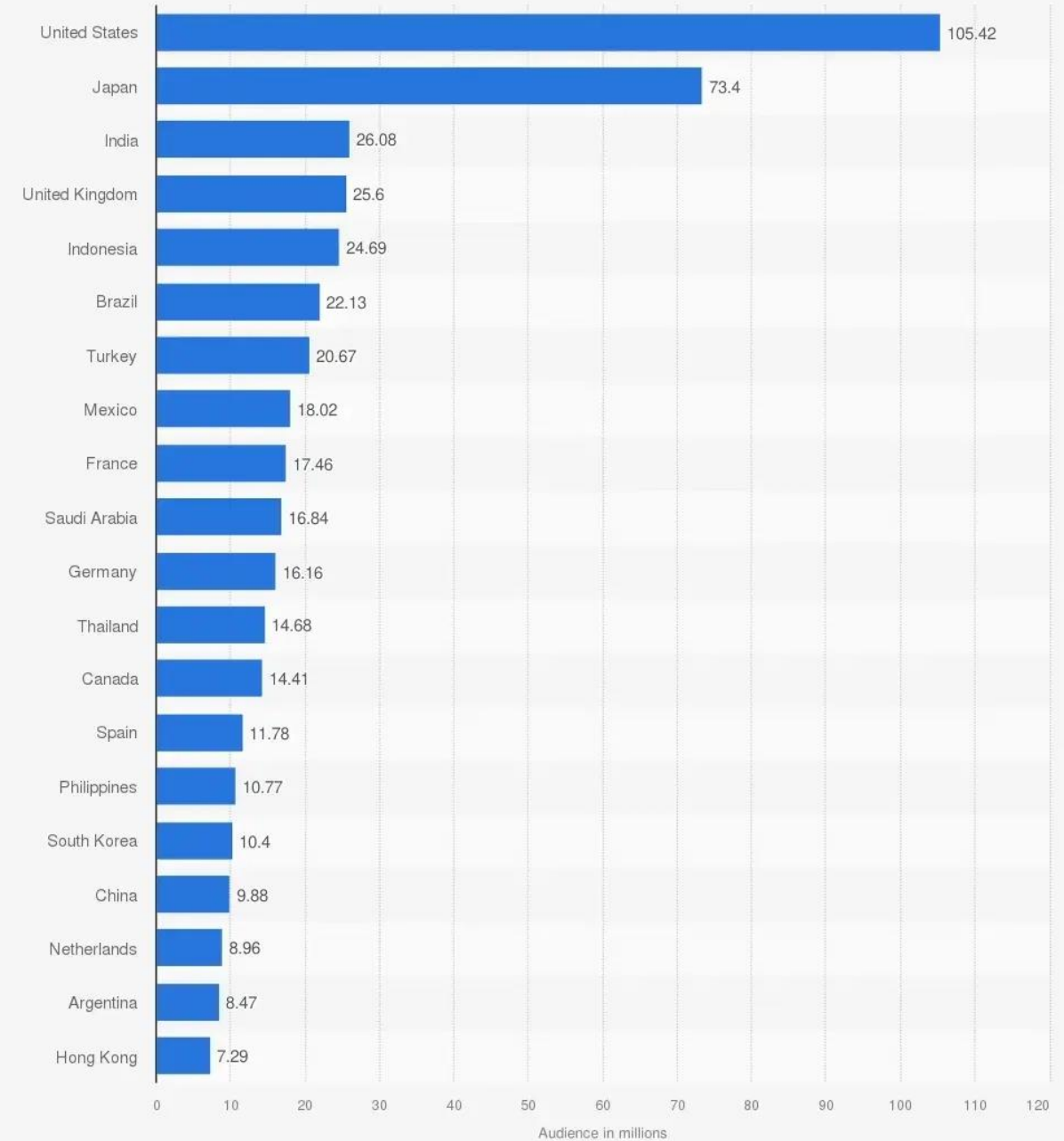


Rick Scott





Leading countries based on number of X (formerly Twitter) users as of January 2024
(in millions)



Round 2

How many Tweets are sent everyday on average?



Round 2

How many Tweets are sent everyday on average?



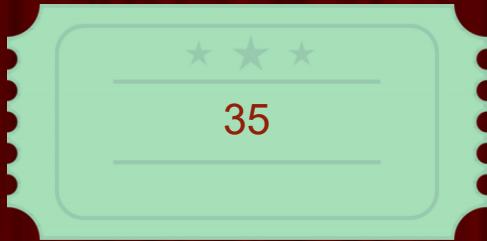
Round 2

Americans Spend an Average of How Many Minutes
Per Day on Twitter?



Round 2

Americans Spend an Average of How Many Minutes
Per Day on Twitter?





Round

Instagram
(IG, The Gram,
etc....)

Round 3

Instagram has how
many monthly active
users?

★ ★ ★
190 Million

★ ★ ★
225 Billion

★ ★ ★
75 Million

★ ★ ★
2 Billion

Round 3

Instagram has how
many monthly active
users?

★ ★ ★
190 Million

★ ★ ★
225 Billion

★ ★ ★
75 Million

★ ★ ★
2 Billion

Round 3

On average, how
much time is spent
on Instagram per
month?

★ ★ ★
50 Hours

★ ★ ★
2.5 Hours

★ ★ ★
17.3 Hours

★ ★ ★
27 Hours

Round 3

On average, how
much time is spent
on Instagram per
month?

★ ★ ★
50 Hours

★ ★ ★
2.5 Hours

★ ★ ★
17.3 Hours

★ ★ ★
27 Hours

Round 3

What percentage of
people use
Instagram for
research on brands,
products, and
services?

★ ★ ★

55%

★ ★ ★

27%

★ ★ ★

43%

★ ★ ★

81%

Round 3

What percentage of
people use
Instagram for
research on brands,
products, and
services?



55%



27%



43%



81%

Round 3

Around How Many
People Use
Instagram Stories
Daily?

★ ★ ★
860 Million

★ ★ ★
300 Million

★ ★ ★
975 Thousand

★ ★ ★
500 Million

Round 3

Around How Many
People Use
Instagram Stories
Daily?

★ ★ ★
860 Million

★ ★ ★
300 Million

★ ★ ★
975 Thousand

★ ★ ★
500 Million

Round 3

What Percentage of
Instagram users
watch videos on the
platform weekly?

★ ★ ★

91%

★ ★ ★

40%

★ ★ ★

67%

★ ★ ★

36%

Round 3

What Percentage of
Instagram users
watch videos on the
platform weekly?



91%



40%



67%



36%



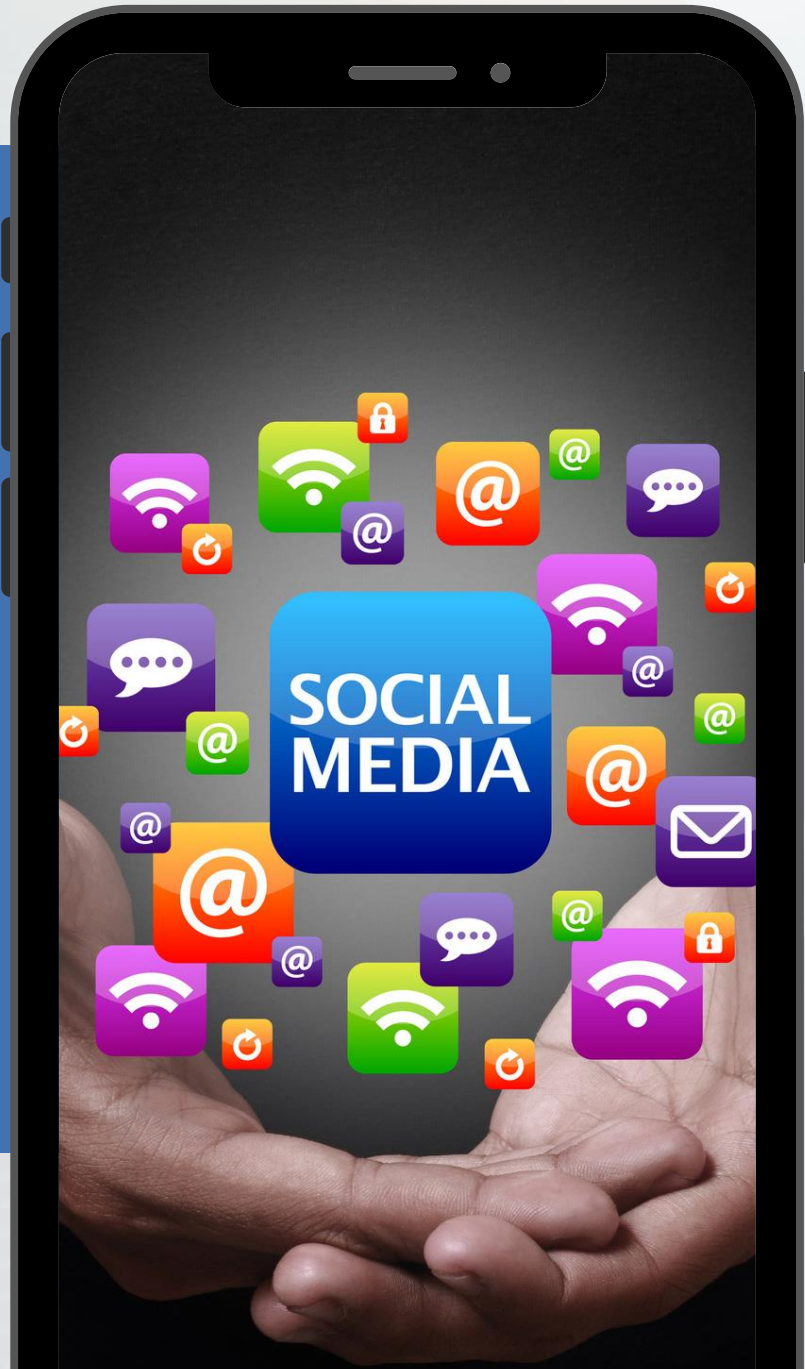
Winner

It's time to tally the scores and determine who is the winner!



THANK YOU

Hope you had fun!



How To Create Engaging Social Media Content

ACS CAN in Action



TIPS & TRICKS BEFORE WE GO LIVE!

Facebook

www.Facebook.com/ACSCANFlorida

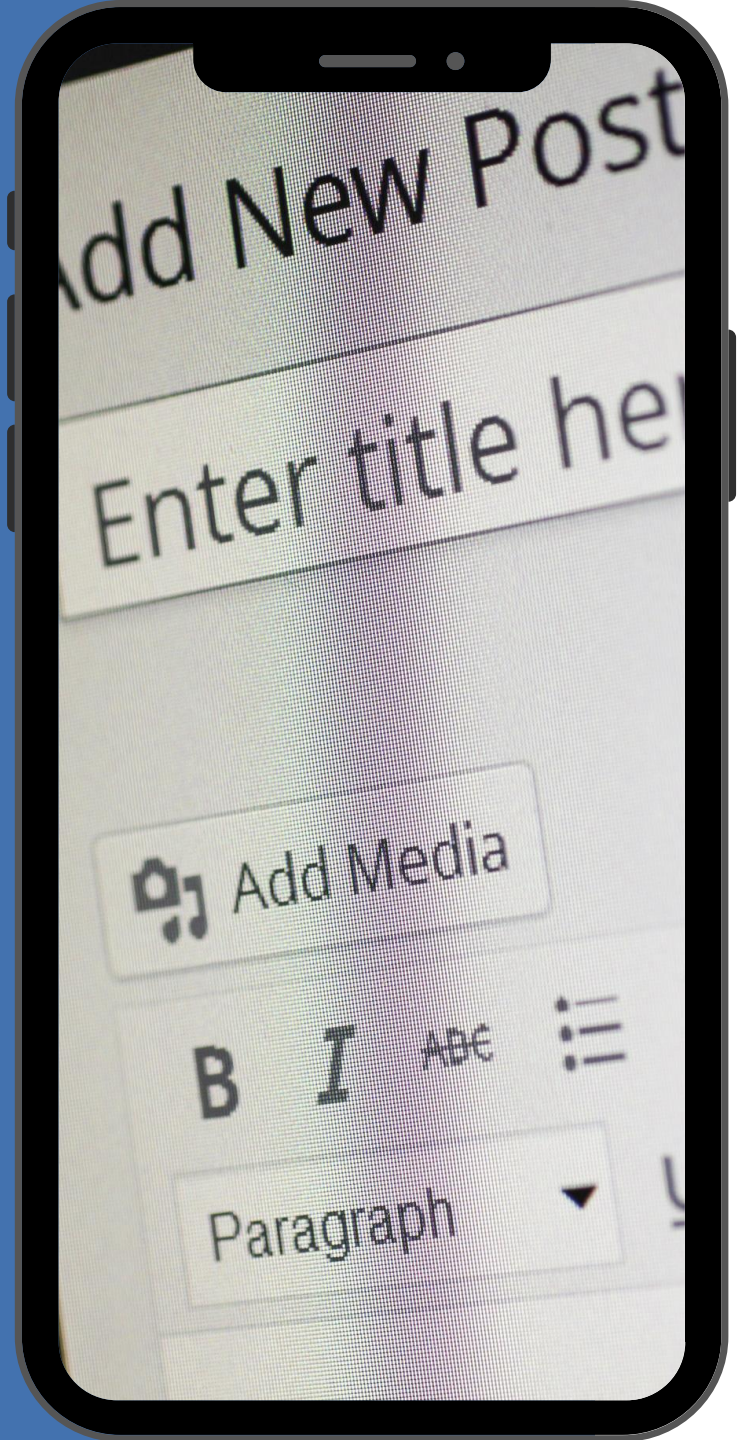
Twitter (or “X”)

www.Twitter.com/ACSCAN_Florida

Instagram

www.Instagram.com/ACSCAN_Florida

Take Your Phones Out Right Now & Open Your Social Media!



✓ KNOW YOUR POST ANATOMY

There are posts, and then there are compelling posts. To publish genuinely effective social media content, you need to understand the specific purpose and value of each element of a post.

POST ELEMENTS

Caption

Describe your visual, or draw attention with a statement, question, or headline. Research shows that less is more.

Emoji

Include relevant emoji to add tone and visual interest.

Call to action

Writing the perfect call to action often makes your marketing campaign. It's one of those elements that will directly impact your conversion rates.

Tagging

Tagging other accounts (yours or others) for added visibility and reach.

Hashtags

Add topical and relevant keywords for added reach. Each Social network can collect those messages so that you can keep up with the latest in the conversation!

Images or videos

Include one or more (depending on the social network) compelling, high-quality photos, GIFs, or video clips, tailored to your cause.



American Cancer Society Ca
CAN

June 12 at 10:10am · 🌐

In honor of all of the dads out there this
senator Tim Scott to become a co-sponsor
legislation so that dads, moms and all
cancer have relief from the pain and stre

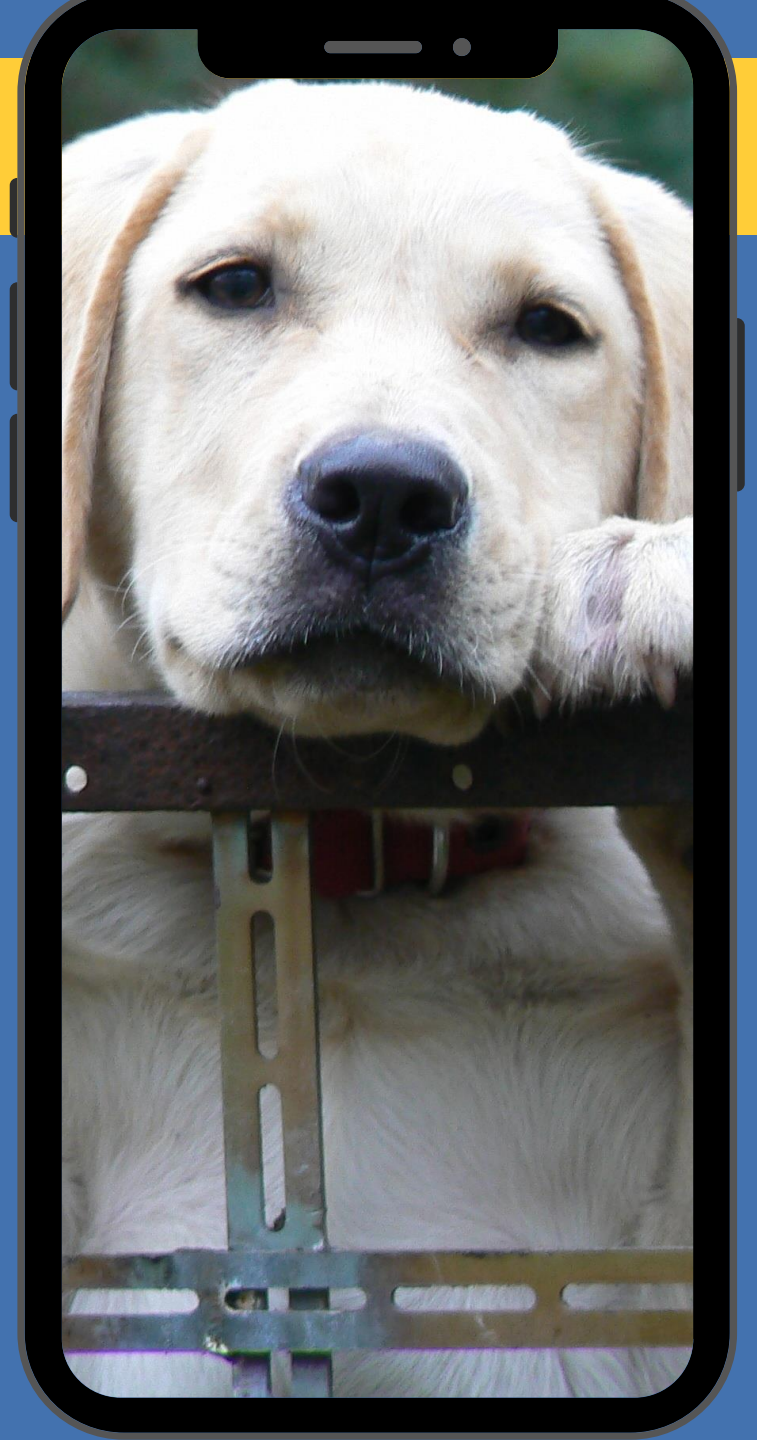


Why Tag?

- What is tagging?
 - “Mentioning” someone’s page or profile in a post & linking to their page.
 - Using someone’s username on Twitter in a tweet.

Why Tag?

- Gets their attention!
- Holds them publicly accountable
- Gives them chance to respond (and get on the record!)
- Broadens reach of campaign
- Builds relationships





**Should I follow
and tag my
elected officials
on social media?**

THE GOLDEN GIRLS



PORTRAITS



**OTHERWISE THE INCIDENT DID NOT
OCCUR**

Pics!

(or it didn't happen...)

✓ BUILD THE PERFECT POST

There's no such thing as a one-size-fits-all post, so we've collected some proven best practices to help you achieve your social media goals. Here, we drill down into the post elements mentioned in the "Know your post" anatomy to help you grow and engage your audience and avoid social media stagnation.





☒ KNOW YOUR NETWORKS

People use different social networks to accomplish other goals, and their behavior can vary significantly among social platforms. By understanding how people use each social media platform, you can adapt your strategy to suit their needs and reach more customers.

BUT WHAT SHOULD I PUBLISH?

Educate

Educational content should spark curiosity and help readers gain knowledge. Examples of this format include tips, FAQs, Top 10 lists (use any number), and Did you know? Questions.

Promote

Promotional content is about encouraging your audience to take the next step. Be sure to tell people what you want them to do with a call to action.

Entertain

Entertaining content should be intriguing to your audience and quick and punchy. “Entertaining” doesn’t mean you have to be funny (although humor is a great technique when done well).

Inspire

Inspiring content should be especially positive or memorable. It should have an emotional impact and drive a user’s desire to take action or alter their perspective.



Social Media for ACS CAN

What Is It All About?



Lobby

Thank / Appreciate

Engage / Relationship Building

Lobbying

American Cancer Society Cancer Action Network Pennsylvania - ACS CAN

Published by Emma Kate [?] · April 30 ·

Penn State students are rallying to ask Senator Jake Corman to suppo \$1.60 per pack increase in the cigarette tax! Share to show your suppc #raiseitpa



Like Comment Share

Yalonda Rice Acs, Tony Patte, Valerie Wong Barclay and 36 others like this.

33 shares



Lori Davies Great job Penn State!

Unlike · Reply · 1 · May 1 at 8:06am



Senator Jake Corman I just finished reviewing the cards that the students hand delivered to my office. I appreciate and applaud your interest in the process and will keep your stance on this issue in mind as we continue movin forward with the budget process. Thank you!



Lorna Hill

July 9 at 2:47pm ·

I am asking Congressman Bob Gibbs to vote for the 21st Century Cures Act for my many #OneDegree - Anne Creech and dozens more. And vote NO on the Brat Amendment. Please help fund life saving cancer research #Cures2015.

12 Likes

Like Comment Share



Rob Portman @senrobportman · Sep 29

Met w/ @ACSCAN_OH to discuss funding for cancer research, importance of early screening & patient centered treatment



8 5

Appreciating



Kathi Durst Hansen ► **Congressman Reid Ribble** ✓

July 10 at 3:29pm · Wrightstown, WI · 🌐

Thank you for voting in favor of H.R. 6, the 21st Century Cures Act, Congressman Reid Ribble! #cures2015

1 Like



Like



Comment



Share



ACS CAN California @ACSCANCA · Jun 5

Big thx to all, incl @RepAnnaEshoo for joining us today to support @ACSCANCA at the Bay Area Research Breakfast!



Pam Manges @pamoh16 · Sep 29

TY Nikki fr @SenSherrodBrown ofc 4 mtg w/half of team @ACSCAN_OH on research funding & patient quality of life.



3



1



Engage.



Mandy Newcomer @manda8bear · Jul 27

@Senatorcosta Establishing a tax on OTP will bring PA additional revenue and will discourage kids from using these products. #raiseitpa

RETWEET

1



11:38 AM - 27 Jul 2015 · Details



Senator Jay Costa @Senatorcosta · Jul 27

@manda8bear I couldn't agree with you more.



1



2



Rob Portman Retweeted

ACS CAN Ohio @ACSCAN_OH · Sep 29

Great meeting with @senrobportman and staff. Talking #OneDegree, #palliativecare and screening #cancerlobberday



D Anthony Evans shared D Anthony Evans's photo.

September 16, 2014 · 🌐

Shout Out To Miss Illinois International 2014 - Jessica Jacksa For All That You Do To Inspire Girls Everywhere To Live Out There Dreams And Of Course For Joining #CANCERLOBBYDAY




D Anthony Evans

Puffer Fish Facing On The Way To The Capitol With Fellow Acs Can Warrior Miss Illinois International 2014 - Jessica Jacksa..

35 likes · 2 Comments

How To Tag



Acs Can




[Update Info](#)[View Activity Log 5](#)[...](#)

[Timeline](#)[About](#)[Friends 886](#)[Photos](#)[More ▾](#)

★ 5 Pending Items


Works at American Cancer Society Cancer Action Network - ACS CAN


FRIENDS · 886





[Status](#)[Photo / Video](#)[Life Event](#)


I'm asking Congressman @fred to cosponsor the 21st Century Cures Act for my #OneDegree - my mom is increasing the National In


**Fred Upton** ✓
Government Official


**Pete Fredriksen**

**Juliana Frederick**

**Fred Hutch** ✓
1100 Fairview Ave N, Seattle, Washing...


**Fred Callahan**
Old Lyme, Connecticut

**Frederick Grose**
Akron, Ohio

**Kathy Heppner** C
September 16 at 10:

Last chance friends...if you are affected by cancer with a "Light of Hope" photo and post it here. T

How To Tag



Acs Can

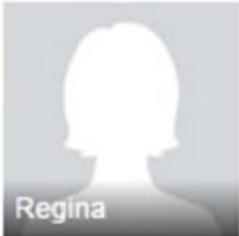


[Update Info](#)[View Activity Log 5](#)[...](#)


[Timeline](#)[About](#)[Friends 886](#)[Photos](#)[More ▾](#)


★ 5 Pending Items


Works at American Cancer Society Cancer Action Network - ACS CAN

FRRIENDS · 886







 Status

 Photo / Video


 Life Event

I'm asking Congressman Fred Upton to cosponsor the 21st Century Cures Act for my #OneDegree - my mom. Please fund lifesaving cancer research by increasing the @NIH budget.







National Institutes of Health (NIH) ✓
9000 Rockville Pike, Bethesda, Maryl...




Nihat Hatipoğlu ✓
Istanbul, Turkey · Public Figure




Niharika Konidela ✓
Actor/Director



NIH News in Health ✓
9000 Rockville Pike, Bethesda, Maryl...



NIH Research Matters ✓
9000 Rockville Pike, Bethesda, Maryl...




Kathy He
September

Last chance friend...
by cancer with a "...
21st. I will find you...
photo and post it

one touched
low by Sept.
end you a
membership



How To Tag







Acs Can

[Update Info](#)[View Activity Log 5](#)[...](#)






[Timeline](#)[About](#)[Friends 886](#)[Photos](#)[More ▾](#)


 5 Pending Items 

 Works at American Cancer Society Cancer Action Network - ACS CAN

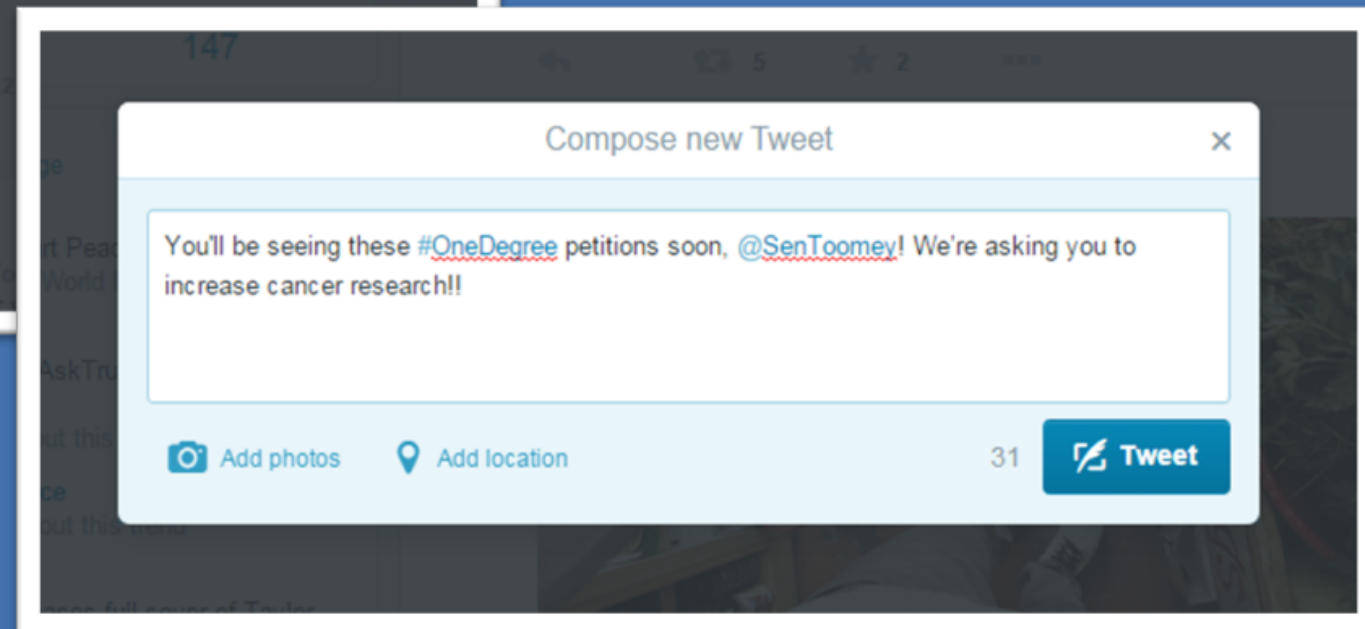
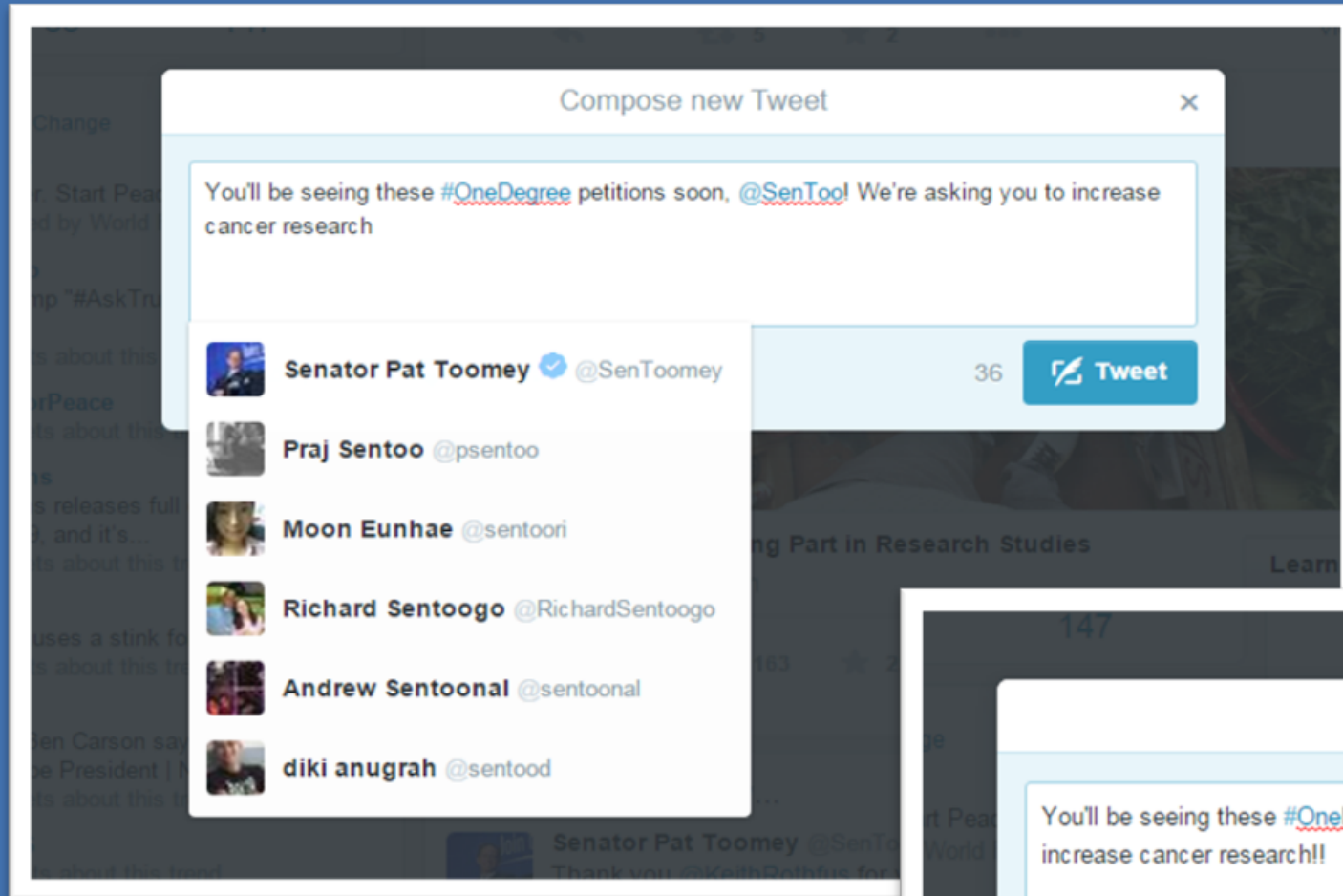
 Status  Photo / Video  Life Event

I'm asking Congressman Fred Upton to cosponsor the 21st Century Cures Act for my #OneDegree - my mom. Please fund lifesaving cancer research by increasing the National Institutes of Health (NIH) budget.



 Public ▾ [Post](#)

How To Tag



Examples

↻ Heather Hall Retweeted



Barb Diver @gbdiverjr · Jun 29

.@senrobportman , Medicare patients deserve the same access to cancer screenings as those on private insurance. Please #CloseCRCLoop and cosponsor #HR1017



↻ WV ACS CAN Retweeted



Michelle Zimmerman @mldzimmerman · Aug 10

.@WVMetroNews -WV gets high marks for palliative care legislation, low marks for tobacco prevention in new report. "If we were being graded, we got a pretty solid 'F' because we only go 33% right," said Rosemary Thomas, volunteer for @WVACSCAN. #HDYMU .wvmetronews.com/2018/08/09/wes...



Sample Social Media Posts



Hyacinth Burrowes @Hyaci... · 9/13/22
Central Florida is off to a great start on the Hill today! @ACSCAN_Florida
#CancerLobbyDay



ACSCAN Florida
@ACSCAN_Florida

Thanks Franco and Rep. Mike Grieco for the Cuban coffee during our #FLCancerLobbyDay visit.



John Lupori @LuporiJohn · 12/18/19
Had a great meeting with Valerie, staff member of senator David Simmons, regarding legislative actions towards the fight against cancer. #FLcanceractionweek



Mario Landera @305hurrica... · 2/19/19
Thank you @CindyPoloFL103 for meeting with us to discuss @ACSCAN_Florida's priorities in the fight against cancer
#FLCancerLobbyDay #BreatheCleanFL
#FundMaryBrogan #SuitsAndSneakers – at Florida House of Representatives



1 4 15



Maryanne Bolduc @mbolduc... · 9/9/19
#CancerLobbyDay #ACSCANFL
#Averysvoice #Suannesvoice Here to be a voice for those who cannot be here and the make sure the fight against cancer, education/prevention and access to care are priority!!



EXAMPLES FROM THE MEDIA.



ACS CAN Social Media

Post photos to Facebook, Twitter, and Instagram

- **#FLFightsCancer**
- Tag ACS CAN (**@ACSCAN_Florida**) + your legislator, and/or your local newspaper



Facebook: American Cancer Society Cancer Action Network Florida - ACS CAN FL



Twitter: @ACSCAN_Florida



Instagram: acscan_florida

The Power of Social Media Advocacy

- 1 You have an audience**
Your friends, family, neighbors, and lawmakers are on social media
- 2 You have influence**
You can use social media platform like Twitter and Facebook to promote issues you care about
- 3 Consistent messaging**
Online we can continue the conversation around fighting cancer, even when circumstances like a pandemic prevent gathering

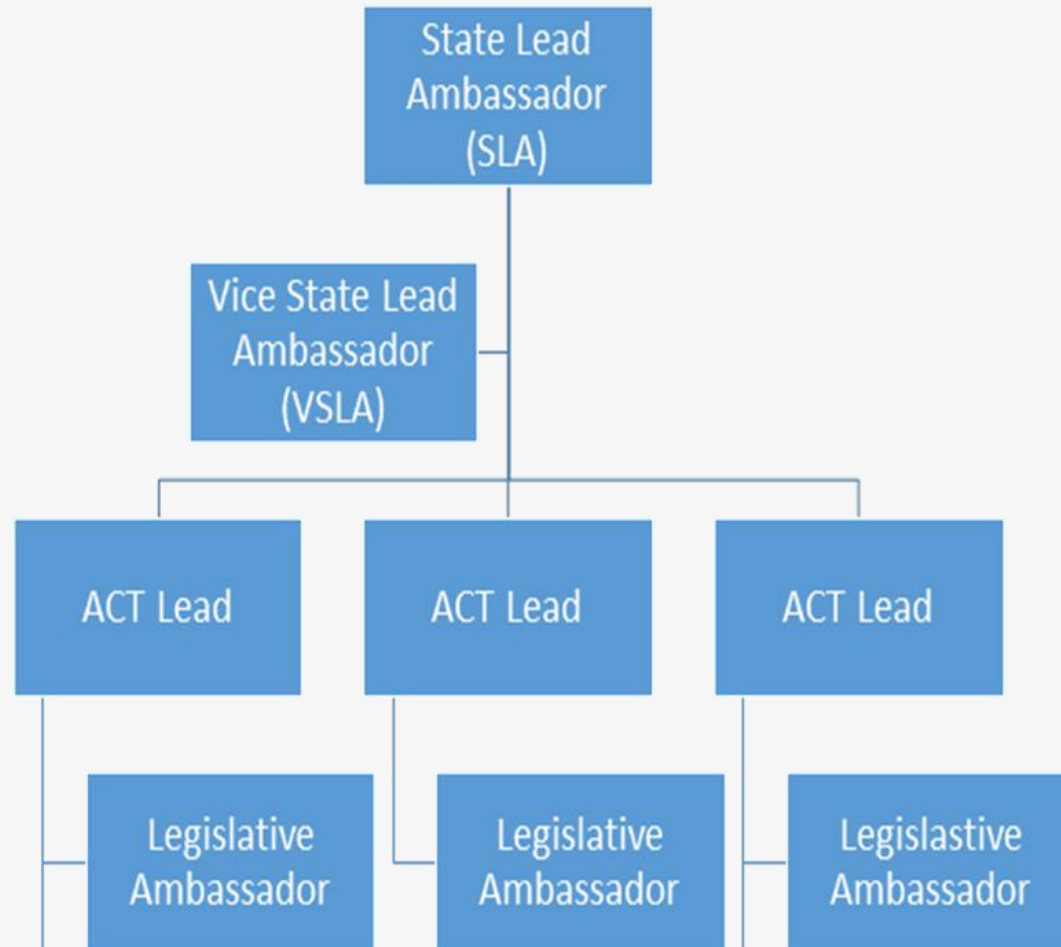




QSA

Volunteer Roles & Expectations

Volunteer Structure



Volunteer Roles

State Lead Ambassador (SLA): The top ACS CAN ambassador in a state. They help set the goals and priorities for the ACT! Leads and Legislative Ambassadors volunteering within the state. They build a strong working relationship with their two members of the US Senate.

Vice State Lead Ambassador (Vice-SLA): They assist the SLAs in their state and are next in succession.

Ambassador Constituent Team Lead (ACT Lead): The top ACS CAN Ambassador leader in their congressional district. They are the key contact with their Member of Congress in their CD and build strong relationship with their Member and their offices at home and in Washington, DC. They also work with additional levels of government.

Legislative Ambassador (LA): They are the advocacy volunteer in the fight against cancer. They participate in various advocacy activities such as meeting with their representatives, taking online actions, and participate in events.

Advocacy: Volunteers Are Our Power

Our Nationwide Network of Advocates takes action by:

- Completing action alerts to send a message to state or federal elected officials
- Participating in State lobby days
- Sending letters to the editor in home newspaper
- Meeting with lawmakers' district offices
- Social media day of action
- Annual Leadership Summit & Lobby Day in Washington, DC



Complete report back forms after legislative visits at fightcancer.org/reportback

Questions

Thank You