LEGISLATIVE AMBASSADOR GUIDEBOOK



- Connecticut -

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Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain loving one another.



A letter from our State Lead Volunteer

Dear New Legislative Ambassador,

Welcome to the Connecticut ACS CAN volunteer team!

The American Cancer Society Cancer Action Network (ACS CAN) is an incredible organization to volunteer with. I should know, I've been a volunteer since 2012 ACS CAN's mission is to pass laws and regulations that will help prevent cancer, care for those with cancer, and find cures and treatment for cancer. Their mission empowers us to be the voice of cancer patients with our lawmakers. And WE are the power of the organization.

I know at first glance this Guidebook may seem overwhelming. Stop, breathe, and know that we aren't giving you this to memorize or read cover to cover. Your ACT! Lead will go over every section of this Guidebook with you as part of your training. We are a team, and we work together to end cancer!

As an ACS CAN volunteer, you are an Ambassador of our mission and a critical partner in helping advance our mission. Our mission is to defeat cancer through making it a top national priority. ACS CAN entrusts this mission to us, their volunteers, because we are uniquely able to appeal to our federal and state elected officials. You have a personal story to share. Your story is an essential tool you can use to remind your communities of the importance of increased funding for research, screenings and improved quality of life for cancer patients and their loved ones.

As you become familiar with your role, please be sure to talk with me, with your state staff partner and with your ACT! Lead and let us know how we might support you.

Thank you for stepping into this role, thank you for the time you give, and thank you for being the voice of cancer patients in your community. We're excited to have you on our team!

Best,

Linda Alderman Lead Volunteer, Connecticut

Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in".





Congressional District Number: (Fill in Congressional District)

ACS CAN Government Relations Director: Bryte Johnson

Phone number:

Email address: Bryte.Johnson@cancer.org

ACS CAN Staff Partner: Natalie Shurtleff

Phone number:

Email address: Natalie.Shurtleff@cancer.org

State Lead Ambassador: Linda Alderman

Phone number:

Email address: Linda.ACSCANCT@gmail.com

Federal Senator: Richard Blumenthal

DC Phone number: 202-224-2823

Hartford Phone number: 860-258-6940

District office address: 90 State House Square, 10th Floor Hartford, CT 06103

Federal Senator: Chris Murphy *DC Phone number: 202-224-4041*

Hartford Phone number: 860-549-8463

District office address: 120 Huyshope Ave, Suite 401, Hartford, CT 06106

Member of Congress:

Phone number:

District office address:

State Senator:

Phone number:

District office address:

State Representative:

Phone number:

Office address:

LEGISLATIVE AGENDAS: FEDERAL



2020 Federal Priorities



Health Equity: ACS CAN is committed to supporting initiatives in research, prevention, detection and provision of patient services to reduce disparities in cancer that will lead to healthier outcomes for cancer patients and survivors.

Major Campaigns

Appropriations for Cancer Research & Prevention

Support increased funding levels for cancer research and prevention that ensures continued progress in the fight against cancer at the NIH, NCI, and CDC's cancer programs including cancer registries.

Tobacco Control

Advance Congressional and administrative prevention and regulatory policies to reduce the disease and death caused by tobacco products by preventing youth initiation and increasing cessation of use of tobacco products.

Clinical Trials

Support passage of the Henrietta Lacks Enhancing Cancer Research Act of 2019, and other proposals that promote better patient access to clinical trials.

Targeted Campaigns

Access to Care (Private Insurance, ACA, Medicare, Medicaid, Prescription Drug Costs, Surprise Billing) – Advance policies that preserve protections for cancer patients and survivors and promote access to adequate and affordable insurance coverage, cancer prevention & screening, and treatment. Support legislative changes to lower the cost of prescription drugs and reduce patient out of pocket costs, while maintaining cancer patients' access to lifesaving drugs & therapies.

Patient and Survivor Quality of Life – Support Senate passage of the Palliative Care and Hospice Education and Training Act (PCHETA), to facilitate access to palliative care & coordinated care management for cancer patients and survivors.

Colorectal Cancer Screening – Support passage of the Removing Barriers to Colorectal Cancer Screening Act, to remove patient cost-sharing in Medicare for colonoscopy with polyp removal.

Ending Death from Cervical Cancer Worldwide – Support the integration of HPV vaccination and cervical cancer screening & treatment into existing global health programs.

Other Federal Legislative Priorities

Childhood Cancer – Support continued implementation of the Childhood Cancer STAR Act, which advances pediatric cancer research & increases transparency/expertise for pediatric cancer research at the NIH.

Federally Qualified Health Centers (FQHCs) – Support yearly funding for FQHC's in the annual federal appropriations process, and advocate for continued mandatory FQHC funding.

Diagnostic Reform – Support the modernization and harmonization of diagnostics oversight.

Healthy Eating and Active Living – Support implementation of quality nutrition standards for food served in schools and menu labeling standards to combat obesity.

Lung Cancer – Support initiatives that increase education, awareness and research of lung cancer including the Women and Lung Cancer Research and Preventative Services Act.

Oral Chemo Parity – Support legislation to provide coverage for oral chemotherapy drugs with the same out of pocket cost sharing as chemotherapy drugs administered intravenously by a physician.

Patient Navigation – Support policies that increase the accessibility of patient navigators for people with cancer.



Funding for Cancer Research-NIH & NCI

Background:

Cancer continues to take a tremendous toll on our nation. Almost 1.76 million Americans will be diagnosed with cancer in 2019 and more than 606,000 will die from this devastating disease. That means that as a country we lose more than 1,660 Americans every day to cancer. Recent estimates also show that cancer costs the U.S. economy more than \$216 billion annually in direct treatment costs and lost productivity.

However, because of previous investments in cancer research and prevention there is hope. Today, we have more than 16.9 million American cancer survivors and we are in the midst of a quarter century of sustained declines in cancer mortality. From 2006 through 2015, the rate of new cancer cases fell by more than one percent each year. Even more, there has been a 27 percent decrease in the cancer death rate from 1991 to 2016, meaning that two out of three patients survive at least five years after diagnosis compared to one out of two patients 40 years ago. Research advances over the past two decades have significantly improved how many cancers are prevented, diagnosed, and treated. Still, here in the U.S., the lifetime risk of developing cancer is two out of five.

Research: The NIH & NCI

The National Cancer Institute (NCI) is one of 27 institutes and centers within the National Institutes of Health (NIH). The mission of the NCI is to lead, conduct, and support cancer research activities across the nation. For the last 50 years, every major medical breakthrough in cancer can be traced back to the NCI and NIH.

With increases in federal investment in medical research over the last four fiscal years and the passage of the 21st Century Cures Act that included funding for the National Cancer Moonshot Initiative, Congress has illustrated its bipartisan support for cancer research. These increases for medical research were meant to address years of flat or cut funding, put cancer research back on track and spur additional progress – all toward the end of putting the country on the path toward finally defeating this disease. Funding from the National Cancer Moonshot Initiative has allowed the NCI to fund 159 new Cancer Moonshot awards to date. These awards are helping "leverage advances in immunotherapy, understand drug resistance and develop new technologies to characterize tumors and test therapies," according to the NCI.

Additionally, the support provided to the NIH by Congress has led to job growth and increased economic activity in every state. More than 80 percent of federal funding for the NIH and NCI is spent on biomedical research projects at local research facilities across the country, including 50,000 extramural grants to 300,000 researchers at over 2,500 universities, medical schools, and other research institutions. According to United for Medical Research, in 2018 the NIH provided over \$28 billion in funding to scientists in all 50 states. This funding supported more than 433,000 jobs nationwide and produced over \$73.9 billion in new economic activity.

The Bottom Line:

Will you support an increase of \$3 billion (\$44.7 billion total) for the NIH and an increase of almost \$500 million (\$6.9 billion total) for the NCI in fiscal year 2021?



ADVOCACY IMPACT

Federal Funding for Research & Prevention in 2020

The American Cancer Society Cancer Action Network (ACS CAN) staff and grassroots volunteers across the nation were instrumental in the passage of a bipartisan funding bill for Fiscal Year 2020 that included significant resources to support our mission to end suffering and death from cancer.

\$296 MILLION

NC

A \$296M increase raised the National Cancer Institute (NCI) total budget to \$6.44B.

ACS CAN's One Degree Campaign marked the beginning of annual NCI budget increases.



Source: NCI Budget Fact Books Archive

\$212.5 MILLION

designated to increase funding for basic science that drives innovation in diagnostics and treatment.

\$25 MILLION

8

\$50 MILLION

set aside for two childhood cancer initiatives that will put better data in the hands of care teams and explore the long-term effects of childhood cancer and its treatments.

\$693 MILLION CDC

A \$693M increase for the Centers for Disease Control & Prevention (CDC) will fund several cancer priorities.

\$10 MILLION

increase for skin, prostate, and ovarian cancer control programs.

\$20 MILLION increase for the Office of Smoking and Health, whose *Tips* from Former Smokers campaign helped an estimated

million people quit smoking and 16.4 million

attempt to quit from 2012-2018.

\$50 MILLION

(

for data modernization, which will prioritize updating cancer reporting systems to get data into the right hands faster.

Visit **fightcancer.org** to join us as we continue to make fighting cancer a top priority.

More information on the funding bill is available here.

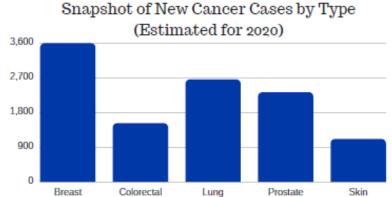


Connecticut

2020 Cancer Research Facts and Funding

This year in Connecticut

- 20,300 estimated new cancer diagnoses
- 6,390 estimated deaths due to cancer



In the United States

- 1.81 million estimated new cancer diagnoses
- 606,520 estimated deaths due to cancer

1 out of every 5 deaths will be caused by cancer

FY2019 NIH and State Economic Impact

- 7,018 jobs in Connecticut supported by NIH funding
- \$1.393 billion created in new economic activity based on NIH funding

FY2019 Funding Research in Connecticut

- Total NIH State Funding: \$603,000,869
- Total NCI State Funding: \$60,606,307
- NCI Designated Cancer
 Centers in Connecticut: 1

Connecticut Research Accomplishments

- Each year, more people die from lung cancer than of colon, breast, and prostate cancers combined. Recent advancements in immunotherapy and immune checkpoint inhibitors have significantly improved life expectancy for patients with lung cancer.
 Unfortunately, immune checkpoint inhibitors that target the PD-1 and PD-L1 molecules have only worked for a subset of patients.
- This phenomenon, known as resistance, was not well understood among scientists. With the support of NIH funding, researchers at Yale have identified the mechanism by which resistant tumors are able to bypass immune checkpoint inhibitors. This discovery can lead to the development of improved therapies for patients with resistant tumors.



Connecticut

CDC Funding for Cancer Prevention and Control

CDC cancer control program funding allocated to Connecticut in 2019 \$1,669,867



National Breast and Cervical Cancer Early Detection Program (NBCCEDP)

\$1,318,685

15,566 Connecticut women served between 2013-2017



National Comprehensive Cancer Control Program (NCCCP) \$351,182

In Connecticut in 2020 an estimated:

- 20,300 people will be diagnosed with cancer
- 6,390 people will die from cancer

Did You Know?

Nearly half of all cancer deaths can be prevented. CDC's cancer programs target these cancers and work to prevent cancer before it starts.

Connecticut Works to Decrease Breast Cancer Incidence by Breaking Down Barriers to Screening

Connecticut has one of the highest female breast cancer incidence rates in the country. With funding from the CDC's Division of Cancer Prevention & Control, the Connecticut Cancer Partnership developed a goal to decrease the burden of cancer, particularly breast cancer, in the state through the creation of an action plan promoting high-quality cancer screening and early detection services for all people living in Connecticut. The plan focuses on breaking down socioeconomic and structural barriers to cancer screening for high-risk or vulnerable populations, the use of patient navigation, reminder systems for timely screening, and cultural competency training for providers to eliminate communication barriers with their patients.

Preserving Access to Affordable, Quality Health Coverage



Background

Individuals with pre-existing conditions such as cancer need access to comprehensive and affordable health care services. Prior to 2014, insurers could deny coverage to an individual with cancer or charge more for coverage. Now, because of the health care law, people with cancer and survivors are protected against insurance denials due to a pre-existing condition.

However, ACS CAN is concerned that over the past year, policymakers and the administration have taken several legislative and regulatory actions that could make it harder for individuals with preexisting conditions to obtain health insurance coverage that is adequate, affordable, and available, thereby jeopardizing access to life-sustaining care.

Repealing the Individual Mandate Penalty

In December 2017, Congress enacted the Tax Cut and Jobs Act, which among other things, repealed the individual mandate penalty as of January 1, 2019. The Congressional Budget Office (CBO) estimated that repealing the mandate penalty would result in 13 million Americans losing coverage by 2027 and would increase premiums in the individual market. ACS CAN opposed repealing the individual mandate penalty because it would eliminate a key incentive for individuals to enroll in comprehensive health insurance coverage. Without the requirement to purchase insurance, healthy people tend to avoid buying coverage until they need it, leaving insurance plans to cover a sicker population and driving up costs for everyone in the health care system.

Expanding Short-term, Limited Duration Insurance

In August 2018, the administration issued a final rule that would expand access to short-term, limited duration (STLD) health insurance. ACS CAN is concerned that these policies are exempt from important consumer protections, such as prohibitions on lifetime and annual dollar limits, limits on the use of preexisting condition exclusions, and the prohibition on charging people based on their health history.

Without these protections, individuals could find themselves enrolled in policies that fail to provide coverage of medically necessary services. The Urban Institute estimates that enactment of the STLD final rule would increase the number of people without comprehensive coverage by 2.6 million in 2019 and could drive up premiums for people in the individual market.

Cutting Navigator Funding

In July 2018, the administration announced that it intended to significantly reduce funding to Navigators who provide outreach, education, and enrollment assistance to consumers to enroll in Marketplace or Medicaid coverage. The administration intends to reduce funding by 84 percent compared to 2016 funding levels. Navigators would also be required to inform individuals about Association Health Plan (AHP) and STLD coverage options – options that likely provide less comprehensive coverage. The concern is that cutting Navigator funding could significantly reduce the number of individuals who enroll in Marketplace coverage.



Preserving Access to Affordable, Quality Health Coverage

(Continued)

Encouraging Association Health Plans

In June 2017, the administration finalized a regulation that would expand access to AHPs. ACS CAN has long been concerned about AHPs because these plans are not subject to many of the consumer protections provided in the individual and small group markets – like the requirement that plans provide access to Essential Health Benefits (EHBs). These plans tend to attract younger and healthier individuals, leaving older and sicker individuals in the ACA-compliant individual and small group markets. The final rule estimated that 4 million individuals would choose to enroll in AHPs, of which 3.6 million would be dis-enrolling from other (possibly more comprehensive) coverage. This could drive up premiums in the individual market and could leave millions of Americans without comprehensive health insurance coverage.

Cumulative Impact

The cumulative impact of these proposals jeopardizes a cancer patient's access to the kind of care they need and undermines the stability of the individual insurance market. For example, the Urban Institute estimated the combined effort of eliminating the individual-mandate penalty and finalizing the STLD rule as proposed would increase ACA-compliant plan premiums by an average of 18.3 percent in the 45 states that do not already prohibit or limit these plans.

ACS CAN Policy

Adequate, affordable, and available health insurance coverage is critical for individuals with cancer and survivors. ACS CAN calls on policymakers to support public policies that:

- 1. Provide cancer patients and survivors access to affordable, comprehensive health care;
- 2. Stabilize the individual and small group markets; and
- 3. Protect patients from discrimination against pre-existing conditions.

To that end, ACS CAN supports establishing reinsurance programs, limiting the availability of expanded short term, limited-duration insurance policies, and increasing funding for navigators.

Palliative Care and Hospice Education and Training Act

Sponsors:

Senator Tammy Baldwin [D-WI] and Senator Shelley Moore Capito [R-WV] Representative Elliot Engel [D-NY-16] and Representative Tom Reed [R-NY-23]

Background:

Palliative care improves quality, controls costs, and enhances patient and family satisfaction for the rapidly expanding populations of individuals with serious or life-threatening illness. In 2000, less than one-quarter of U.S. hospitals had a palliative care program, compared with nearly three-quarters in 2013. This growth comes in response to the increasing numbers and needs of Americans living with serious, complex, and chronic illnesses and the realities of the care responsibilities faced by their families.

Palliative care is a relatively new medical specialty, and more must be done to ensure patients and providers understand the benefits of palliative care and that an adequate palliative care workforce is available to provide the comprehensive symptom management, intensive communication, and level of coordination of care that addresses the episodic and long-term nature of serious chronic illness.

About the Bill:

- Palliative Care and Hospice Education Centers: Establishes Palliative Care and Hospice Education Centers to improve the training of interdisciplinary health professionals in palliative care and provides students with clinical training in appropriate sites of care; and provide traineeships for advanced practice nursing.
- Workforce Development: Establishes fellowship programs within the new Palliative Care and Hospice Education Centers to provide short-term intensive courses focused on palliative care. Supporting the team approach to palliative care, the fellowships will provide supplemental training for faculty members in medical schools and other health profession schools, including pharmacy, nursing, social work, chaplaincy, and other allied health disciplines in an accredited health professions school or program so providers who do not have formal training in palliative care can upgrade their knowledge and skills for the care of patients.
- **Nurse Training:** Creates special preferences in existing nurse education law for hospices and palliative nursing, in education, practice and quality grants, workforce development, and nurse retention projects.
- Palliative Care Education and Awareness: Provides for the establishment of a national campaign to inform patients, families, and health professionals about the benefits of palliative care and the services that are available to support patients with serious or life-threatening illnesses. It also directs the dissemination of information, resources, and materials about palliative care services to health professionals and the public in a variety of formats, in consultation with professional and patient stakeholders.
- **Enhanced Research:** Using existing authorities and funds, this bill directs the NIH to expand national research to improve the delivery of palliative care to patients with serious illnesses.

The Bottom Line:

Please support S. 2080/H.R. 647, the Palliative Care and Hospice Education and Training Act (PCHETA), by cosponsoring it in the House or Senate and asking Leadership to pass the bill this year.



Palliative Care and Hospice Education and Training Act

Organizations Supporting PCHETA:

Alzheimer's Association

Alzheimer's Impact Movement

American Academy of Hospice and Palliative

Medicine

American Academy of PA's

American Cancer Society Cancer Action Network

American College of Surgeons Commission on

Cancer

American Geriatrics Society

American Heart Association

American Stroke

Association

American Psychological Association

American Psychosocial Oncology Society

American Society of Clinical Oncology

Association of Oncology Social Work

Association of Pediatric Hematology/Oncology

Nurses

Association of Professional Chaplains

The California State University Institute for

Palliative Care

Cambia Health Solutions

Cancer Support Community

Catholic Health Association of the United States

Center to Advance Palliative Care

Children's National Health System

Coalition for Compassionate Care of California

Colorectal Cancer Alliance

Compassus

Courageous Parents Network

ElevateHOME ☑ Visiting Nurse Associations of

America

The Gary and Mary West Health Institute

The George Washington Institute for Spirituality

and Health

GO2Foundation for Lung Cancer

HealthCare Chaplaincy Network

Hospice and Palliative Nurses Association

Leukemia & Lymphoma Society

Motion Picture & Television Fund

National Alliance for Caregiving

National Association for Home Care & Hospice

National Association of Social Workers

National Brain Tumor Society

National Coalition for Cancer Survivorship

National Coalition for Hospice and Palliative Care

National Comprehensive Cancer Network

National Hospice and Palliative Care Organization

National Palliative Care Research Center

National Patient Advocate Foundation

National POLST Paradigm

Oncology Nursing Society

Pediatric Palliative Care Coalition

Physician Assistants in Hospice and Palliative

Medicine

Prevent Cancer Foundation

ResolutionCare Network

Social Work Hospice & Palliative Care Network

Society of Palliative Care Pharmacists

St. Baldrick's Foundation

Supportive Care Coalition

Supportive Care Matters

Susan G. Komen

Trinity Health

Eliminating Death from Cervical Cancer



ACS CAN's Vision -- With modest, focused resources, death from cervical cancer can be eliminated worldwide, through human papillomaviruses (HPV) vaccination combined with simple, inexpensive, evidence-based screening and treatment. Cervical cancer is largely preventable and treatable. We know what to do. We know how to do it. And the world can afford it. With nearly 90 percent of deaths from cervical cancer occurring in low-and middle-income countries (LMICs), cervical cancer deaths can be dramatically reduced by providing HPV vaccination and cervical cancer screening and treatment services to girls and young women.

Prevention by Vaccination

- Virtually all cervical cancers are caused by HPV. By protecting individuals and building
 population-immunity, HPV vaccination can prevent most cervical cancers before women
 and girls become infected with the HPV virus.
- The HPV vaccine is safe. Available since 2006, more than 200 million doses have been administered worldwide with no serious vaccine-attributable adverse impacts.
- The HPV vaccine is effective and life-saving. Extensive studies demonstrate that the two
 most common vaccines are 90 percent effective against 70 percent of cervical cancercausing HPV types.¹
- HPV vaccines are affordable and cost-effective. At \$4.50 per dose in many LMICs, HPV vaccination is one of the most cost-effective cancer prevention methods according to the World Health Organization (WHO), the leading global authority on health, and other global health experts who characterize it as a "best buy" in virtually all LMICs, including those with high incidence of cervical cancer.²

Preventive Screening and Treatment

While the primary objective of HPV vaccination is to prevent cervical cancer in the first place, we must have effective and affordable screening and treatment options for women who are already infected with the HPV virus.

Even invasive cervical cancer can often be successfully treated if detected at an early stage. With access to screening and treatment options, the estimated five-year net survival from cervical cancer is now be-tween 60 and 70 percent in many high-income countries. Therefore, women, regardless of vaccination status, should receive screening and treatment of precancerous lesions.

The lab-based Pap test, central to reducing incidence and mortality in higher-income countries, is not easily implemented in LMICs that lack the necessary laboratory capacity and supporting logistics. Therefore, the WHO recommends alternative but very effective screening and treatment methods specifically for LMICs. These include:



Eliminating Death from Cervical Cancer

Visual Inspection with Acetic Acid (VIA) – WHO recommends this screening strategy in LMICs where resources are limited. It can be successfully performed by non-physician providers. The VIA test is based on application of diluted acetic acid (vinegar) to the cervix during examination. Abnormal cervical tissue appears white after application. The advantage of this method is that it is inexpensive and abnormal tissue can be found and treated in a single visit to the clinic.

Pre-cancer treatment – Abnormal precancerous cervical changes discovered during screening can be treated by means of one of several low-cost methods including³:

- Cryotherapy, which destroys cells with extreme cold. According to WHO guidelines, cryotherapy is the treatment of choice in LMICs, because of its ease of use and lower price. However, a reliable supply of gas (generally nitrous oxide) can be difficult, especially in rural areas.
- Thermo-coagulation, by contrast, destroys cells with heat and uses electricity to generate temperatures of 100–120 °C. It is also safe, low-cost, has high client acceptance levels and can be used in low-resource clinical settings.
- Loop electrosurgical excision procedure (LEEP), which removes abnormal tissue with a wire loop heated by electric current.

Promising alternative tests also exist for future use in LMICs. For example, the HPV DNA test re-quires a machine to analyze samples from the cervix and test for the presence of HPV infection. By enabling women to collect their own cervical samples, the test can facilitate screening in women who would not have otherwise been screened because of culturally conservative customs. The cost of the test and follow-up care following a positive test remain issues to be addressed with the use of this test.

Broadening Success

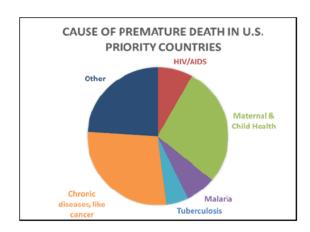
HPV vaccination as well as screening and treatment programs in Africa, Asia, and Latin America have shown that these procedures work in low-resource settings and have the potential to significantly reduce mortality. For instance, an assessment of VIA screening by primary health workers in India showed a 31 percent reduction in cervical cancer mortality. Forty-four LMICs (including many high-prevalence countries in Africa and Asia) have introduced the HPV vaccine on a national or pilot basis, and 53 have introduced new screening and preventive treatment programs on a pilot or early nationwide basis. However, few LMICs have achieved high rates of coverage. A study of HPV immunization programs in 64 countries found that coverage of females averaged only 2.7 per-cent in less developed regions. HPV vaccination and cervical cancer screening and treatment pro-grams can be effectively integrated into existing in-country health and education programs.

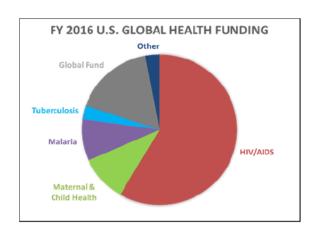
Eliminating Death from Cervical Cancer



The Challenge

U.S. Government (USG) supports health programs in many LMICs, in part, to save lives, promote economic development and advance U.S. interests. Unfortunately, the current funding is not well aligned with the actual causes of death in those countries that the USG supports. As evidenced in the charts, while more than a quarter of deaths in those priority LMICs is from chronic diseases, such as cancer, virtually no funding is provided to prevent those deaths. As stated earlier, HPV vaccination and cervical cancer screening are proven effective strategies to eliminate deaths from cervical cancer. USG assistance to help end cervical cancer deaths would begin to address this disparity between the causes of death and the focus on global health funding.





The Strategy Going Forward

ACS CAN calls on Congress to direct U.S. global health appropriations to support a campaign to eliminate death from cervical cancer. Funds should be used to:

- Scale-up vaccination, screening and treatment services for girls and women, beginning in high-prevalence, lower-income countries.
- Continue innovation and sharing of lessons learned to strengthen and expand current programs, especially in high-prevalence, lower-income countries.
- Track progress and encourage accountability with agreed-upon progress indicators, monitoring and evaluation.
- 1 http://www.who.int/vaccine_safety/committee/GACVS_HPV_statement_17Dec2015.pdf
- $2 \ \underline{https://openknowledge.worldbank.org/bitstream/handle/10986/22552/9781464803499.pdf? sequence = 3 \& is Allowed = yes a linear sequence = yes a$
- 3 http://apps.who.int/iris/bitstream/10665/94830/1/9789241548694 eng.pdf?ua=1
- 4 https://www.ncbi.nlm.nih.gov/pubmed/24563518
- 5 http://thelancet.com/journals/langlo/article/PIIS2214-109X(16)30099-7/fulltext

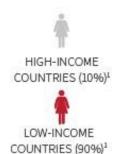


Global Impact of Cervical Cancer (HPV)

We can end death from cervical cancer.

Ninety percent of all cervical cancer deaths occur in low- and middle-income countries. Cervical cancer is the leading cause of cancer deaths among women in 38 of these countries, mainly in sub-Saharan Africa.





At the current rate, deaths from cervical cancer will rise nearly 66 percent by 2030.



265,700

WOMEN DIE FROM CERVICAL CANCER EVERY YEAR WORLDWIDE.²

WITHOUT ACTION ...

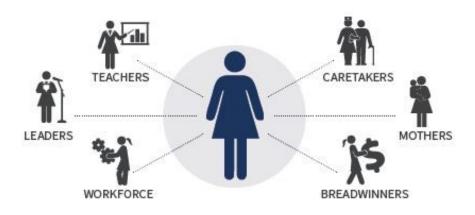


443,000

WOMEN WILL DIE FROM THIS ILLNESS ANNUALLY BY 2030.²

Women are essential to the development and well-being of our communities.

No woman has to die from cervical cancer.



We can end death from cervical cancer.

Despite the 527,600 new cases of cervical cancer every year, U.S. global health funding ignores the problem.



LESS THAN 1/2 OF 1% OF FUNDING GOES TOWARD CERVICAL CANCER ANNUALLY.4

Death from cervical cancer is preventable through vaccination, screening and treatment.

The World Health Organization reports that the tools to prevent cervical cancer deaths are cost-effective forms of cancer prevention.5



We can prevent a young woman from dying from cervical cancer for less than the cost of a pair of jeans!

TO FULLY IMMUNIZE A GIRL

TREAT A WOMAN^T

What can we do?

Advocate for scaled-up vaccination, screening and treatment services.



Support the integration of HPV vaccination and cervical cancer screening and treatment into existing U.S. global health programs.



Visit acscan.org/globalcervical to join us.



SOURCES:

- 1. https://www.acscan.org/policy-resources/plotal-impact-con/cal-cancer
 2. Global Cancer Incid-A Figures 3rd Latition, Atlanta, American Censor Society, 2015. https://www.cancer.org/content/dam/cancer-cry/restatation.plotal-cancer-late-based-and-cancer-cry/restatation.pdf
 2. http://www.arba.int/healthinfo/plotal_cancer-cancer-content-based-and-cancer-cance

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LEGISLATIVE AGENDAS: STATE



Placeholder for state priority



ACS CAN INFORMATION



ACS CAN: Making A Difference & Saving Lives



The American Cancer Society Cancer Action Network (ACS CAN) is the nation's leading voice advocating for public policies that are helping to defeat cancer. As the advocacy affiliate of the American Cancer Society, ACS CAN works to encourage elected officials and candidates to make cancer a top national priority. ACS CAN utilizes its expert capacity in lobbying, policy, grassroots, and communications to amplify the voices of patients in support of laws and policies that save lives from cancer.

You CAN Be Empowered

Defeating cancer is as much a matter of public policy as scientific discovery. Lawmakers play a critical role in determining how much progress we make as a country to defeating cancer. ACS CAN gives a voice to those impacted by cancer as they encourage lawmakers at all levels of government to join the fight to make cancer a national priority. By raising issues of importance, raising funds, educating voters and rallying others to the fight against cancer, ACS CAN unites and empowers you to make a difference and help save lives. ACS CAN's work helps advance the Society's mission to defeat cancer by helping to protect and increase public investment in groundbreaking medical research, and by improving access nationwide to the latest prevention and early detection measures, treatments, and follow-up care that are proven to save lives. Like cancer itself, ACS CAN is nonpartisan. ACS CAN does not endorse candidates or political parties, but it does educate voters by serving as a trusted source of information about candidate positions on cancer-related concerns and on key issue campaigns across the country that impact those affected by cancer.

ACS CAN in Action

ACS CAN helps to save lives from cancer through involvement, influence and impact. Involvement – With a powerful grassroots movement of nearly a million strong and growing, ACS CAN ensures that the voices of patients, survivors and caregivers are heard in public policy debates in Congress and in state legislatures nationwide. Influence – ACS CAN supports proven measures that help save lives and mobilizes cancer advocates in every state and every congressional district nationwide to hold lawmakers accountable to their constituents for the decisions they make related to cancer research, prevention, early detection and treatment. Impact –ACS CAN's work has resulted in enormous progress through increased funding for cancer research and prevention programs; stronger tobacco control policies nationwide and improved access to the full range of cancer care for people diagnosed with the disease and their families



ACS CAN: Making A Difference & Saving Lives

What's the Difference?

The American Cancer Society and ACS CAN are independent organizations that share the same goal: to save lives and to diminish suffering from cancer. ACS and ACS CAN take different routes to meet these shared goals.

| What ACS CAN does: | What the American Cancer Society does: | |
|--|--|--|
| Leads a national grassroots movement of cancer survivors and their families to support policies that help fight cancer | • Funds research | |
| Works with lawmakers from all political parties at all levels of government to make cancer a national priority | Provides cancer information to the public | |
| Joins with diverse stakeholder groups in public campaigns supporting our advocacy priorities | • Educates the public on cancer treatment, prevention, and early detection | |
| • Educates the public, lawmakers, candidates, and the media about cancer issues | Works in local communities to help cancer patients | |
| | Provides funding for advocacy and public policy work | |

Together we CAN defeat cancer



What is ACS CAN?

ACS CAN is the nation's leading advocate for public policies that are helping to defeat cancer. The organization ensures that cancer patients, survivors, and their families have a voice in public policy matters at all levels of government. As the American Cancer Society's advocacy affiliate, ACS CAN works to encourage elected officials and candidates to make cancer a top national priority.

The American Cancer Society Cancer Action Network (ACS CAN) is the organization that will allow the voice of the cancer community to be heard. ACS CAN is a national grassroots movement of people just like you — cancer patients, survivors, caregivers and their families and friends — who are dedicated to changing laws and policies to help people fight cancer.

What are ACS CAN Volunteer Opportunities?

It Starts by Being an Advocate

Becoming an advocate is the first step in our volunteer structure. Being an advocate enables you to get involved with a minimal time commitment. Go to www.fightcancer.org to sign-up to receive a monthly online newsletter and periodic email action alerts.

Joining ACS CAN

Take the next step and join the American Cancer Society Cancer Action Network (ACS CAN), the American Cancer Society's nonprofit, nonpartisan advocacy affiliate. By becoming an ACS CAN member and responding to action alerts, your unique story will make our message louder than just statistics. By joining ACS CAN, you enable ACS CAN to amplify our message and make it even louder still, ensuring that lawmakers understand they must make the fight against cancer a top priority.

To join ACS CAN today go to http://www.fightcancer.org/donatecenter

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

Supporting ACS CAN Fund Raising Efforts

Each state team has an ACS CAN fund raising goal. They work to achieve this goal through special events, such as research breakfasts and house parties. You are encouraged to participate or even consider hosting an event. We help with all the planning and make it easy!



Together we CAN defeat cancer

(Continued)

Partnering with American Cancer Society Signature Events

- Relay For Life Relay ACS CAN Chairs help Relayers "Fight Back" against cancer
 through advocacy ensuring that advocacy activities and legislative priorities are part of
 Relay For Life events and year-round meetings. Relay ACS CAN Chairs are also charged
 with recruiting new ACS CAN members. Special recognition is given to Relay events
 that achieve "ACS CAN Club" status by recruiting at least 40 members. Consider
 serving as the Relay ACS CAN Chair for your local event.
- Making Strides Against Breast Cancer
 – ACS CAN also has a presence at Making Strides
 events by recruiting ACS CAN members and collecting petitions at kick-off breakfasts
 and day-of-the event.

Becoming an ACT! Lead or County Advocacy Representative

Each Congressional District has an Ambassador Constituent Team Lead (ACT! Lead). These volunteers help manage our grassroots activities at the community level. ACT! Leads and County Advocacy Representatives help with ACS CAN recruitment, participate in Congressional Recess visits in their district, provide support for Advocacy at Relay For Life, give advocacy presentations and interact with the media. Each year, the ACT! Lead travels to Washington DC to participate in ACS CAN's annual Lobby Day and Leadership Summit. Each state also has one State Lead Ambassador (SLA) who works closely with the ACT! Leads to help ensure they have the information and materials needed to be successful. The SLA is the top ranking Advocacy volunteer in each state. North Carolina currently needs volunteers to serve in these leadership positions.

How Do I Become Involved?

For more information about these opportunities, please contact your Connecticut ACS CAN Grassroots Manager: Natalie Shurtleff at Natalie.Shurtleff@cancer.org

What issues does ACS CAN work on?

While ACS CAN's work has resulted in enormous progress, there is much more to be done in the fight against cancer. ACS CAN continues to advocate for: cancer research funding; strong smoke-free laws and higher tobacco taxes; lifesaving screening programs; access to quality, affordable health care; nutrition and physical activity.

Cancer Advocacy Accomplishments



The American Cancer Society Cancer Action Network's (ACS CAN) comprehensive advocacy efforts in **2019** resulted in numerous achievements benefiting people with cancer and their families.



81,400

volunteers nationwide

took action with ACS CAN, such as signing a petition or directly asking their lawmakers to support our advocacy efforts.



40,000

Lights of HOPE

illuminated the Lincoln Memorial Reflecting Pool as part of ACS CAN Leadership Summit & Lobby Day.



public policy forums

across the country highlighted the importance of cancer research, access to clinical trials and affordability of cancer care. ACS CAN advocated for

3 OF THE TOP 5

health care bills

with the most House cosponsors.







ACS CAN

PROTECTED

access to cutting-edge therapies

for cancer patients and survivors on Medicare.



ACS CAN helped secure more than

in appropriations

at the state and local levels . . .





...including

to fund lifesaving tobacco prevention and cessation programs.



More than

ACS CAN volunteers and staff

attended Day at the Capitol events across the country.



Nearly

of the U.S. population

is protected by comprehensive smoke-free laws covering workplaces, including restaurants and bars, thanks in large part to ACS CAN's ongoing advocacy efforts at the state and local levels.

ACS CAN was instrumental in the passage of a bipartisan funding bill that included a

increase in medical research funding at the NIH,

including a \$296 million increase for the NCI. The bill also included:

- \$50 million to support cancer registries
- \$10 million for cancer control programs at the CDC
- \$2.5 billion for federally qualified health centers

ACS INFORMATION



American Cancer Society Information



The American Cancer Society offers support in your community and online to help you during and after cancer treatment. Below are just some of the resources we provide. Visit **cancer.org** or call us at **1-800-227-2345** for more information.

24/7 cancer helpline

The American Cancer Society's cancer helpline provides 24/7 support when you're dealing with cancer by connecting you with trained cancer information specialists who can answer questions about your diagnosis and provide guidance and a compassionate ear. We will connect you with American Cancer Society programs and services and provide you with referrals to other national resources. Call us at 1-800-227-2345 or visit cancer.org to live chat with us. We can assist in English, Spanish, and more than 200 other languages via a translation service.

Educational materials about cancer

Our materials can help you and your loved ones understand your diagnosis, treatment, and potential side effects, and provide detailed information on our programs and services. To request materials, call 1-800-227-2345 or visit cancer.org and live chat with a staff member.

Places to stay during treatment

Our Hope Lodge* program provides a free, nurturing home away from home for cancer patients and their caregivers when they have to travel for treatment. To find a Hope Lodge community near you, contact your doctor, social worker, or patient navigator or visit cancer.org/hopelodge.

Rides to treatment

When transportation to treatment is a concern, we may be able to help provide the rides. Our Road To Recovery® volunteer drivers provide free rides to cancer patients who would otherwise have difficulty getting to their cancer-related appointments. In some areas, we also offer community transportation grants to health systems to help patients get to treatment. Visit cancer.org/roadtorecovery to learn more.

Connecting cancer survivors

Our Cancer Survivors NetworkSM (CSN) provides a safe online connection where cancer patients and caregivers can find others with similar experiences and interests. As a CSN member, you can participate on discussion boards, join a chat room, and build your own support network. To become a member, visit csn.cancer.org.

Breast cancer support

Our Reach To Recovery® program connects breast cancer patients with trained volunteers to receive peer-to-peer support on everything from practical and emotional issues to helping them cope with their disease, treatment, and long-term survivorship issues. To learn more, visit reach.cancer.org.

Hair-loss and mastectomy products

Cancer and cancer treatment can have profound effects, including some that alter a patient's appearance, such as hair loss. The American Cancer Society's "tlc" Tender Loving Care® program helps women with appearance-related side effects by offering them a variety of affordable wigs, hats, and scarves as well as a full range of mastectomy products. These items can be purchased from the privacy of their own home by calling 1-800-850-9445 or visiting the "tlc" website at tlcdirect.org.

American Cancer Society books

We publish books that help patients and their caregivers when they are dealing with a cancer diagnosis and treatment. They range from patient education, quality of life, and caregiving issues to healthy living. Visit cancer.org/bookstore to learn more; our books also are available through major book retailers.

American Cancer Society Information

Survivorship guidelines and additional resources

We have materials and resources for survivors to help with quality-of-life and other needs during and after cancer treatment. Our cancer survivorship guidelines for specific cancers help doctors manage the unique needs of survivors, and our nutrition and physical activity guidelines for survivors help you know how to live your best life and reduce your risk for cancer coming back. Visit cancer.org/survivorshipcenter for more information.

Caregiver support resources

As part of our commitment to support family members and friends providing care to loved ones with cancer, the American Cancer Society developed the Caregiver Resource Guide (cancer.org/caregiverguide). In addition to information about the caregiving process and what to expect with a cancer diagnosis and its treatment, this tool focuses on caregiver self-care, communication, coping, and caregiver resources. Another helpful resource is our Caregiver Support Video Series (cancer.org/caregivervideos), which provides educational support to caregivers as they assist with everyday needs of loved ones and provides self-care techniques to improve their own quality of life.

Clinical trials

If you would like to learn more about clinical trials that might be right for you, start by asking your doctor if your clinic or hospital conducts clinical trials or contact us at **1-800-227-2345** and speak with one of our caring, trained staff. You can also visit **cancer.org/clinicaltrials** for more information.

cancer.org

Our website offers access to the most recent and accurate cancer information and helps you find programs and services in your area. A few pages of note are:

- cancer.org/survivors a hub for support and treatment topics, as well as treatment and survivorship tools
- cancer.org/videos features to-the-point videos on cancer-related topics, including cancer basics, cancer treatments, clinical trials, American Cancer Society programs and services, the effects of survivorship, personal stories, and more
- cancer.org/treatmentdecisions cancer treatment decision tools and resources to help you get through cancer diagnosis and treatment
- cancer.org/support more information about the American Cancer Society and other programs and services in your area
- cancer.org/languages links non-English speakers to cancer information in other languages
- cancer.org/phm information and tracking worksheets to help you organize and navigate your cancer experience
- cancer.org/hopelodge find a Hope Lodge community near you
- Live chat with our caring, trained staff simply by going to cancer.org and clicking on "Live Chat."







What is Relay For Life?

Relay is a team fundraising event where team members take turns walking around a track or designated path. Each event is 6-24 hours in length and each team is asked to have a member on the track at all times to signify that cancer never sleeps. Cancer patients don't stop because they're tired, and for one night, neither do we.

Each team sets up a themed campsite at the event and continues their fundraising efforts by collecting donations for food, goods, games, and activities. This money will count towards their overall team fundraising goal. Visit www.fightcancer.org/relay for more information.



Closing Ceremonies wrap up the event. We recognize volunteers who helped run the event, the hard work of the community, and to remind us that we will continue to participate in Relay For Life until cancer is no more.



Relay participants are welcomed in the opening ceremony.



Then we start with the Survivor Lap, when survivors and people currently affected by cancer walk the track to be cheered and supported by everyone in attendance.



Darkness is symbolic of the fear that a patient feels when diagnosed. After sunset, we light Luminarias to remember those we have lost, to celebrate cancer survivors, and to show those affected by cancer that they are not alone.





The Caregiver Lap recognizes those who have provided support to their loved ones during their cancer treatment.



When not walking, participants visit team campsites to participate in games, activities, and entertainment while learning how to be a better advocate for the American Cancer Society.



Team members take turns walking throughout the event, to symbolize the ongoing fight against cancer.



After our survivors and caregivers take their laps, our teams pour onto the track to begin the celebration.

What is Making Strides Against Breast Cancer?



The American Cancer Society Making Strides Against Breast Cancer walks raise awareness and funds to save lives from breast cancer. Each event is a noncompetitive 3 to 5 mile walk that brings people together to make a difference for everyone who has been touched by breast cancer. The events raise money to fund innovative research, provide free information and support, and to help people reduce their breast cancer risk or find it early when it's most treatable.

From the opening ceremony to the post-walk entertainment, a Making Strides event is a celebration of survivors and opportunity to remember loved-ones lost. It's a day that shouldn't be missed and won't be forgotten.

OUR COMMUNITY OUTLOOK FOR 2018



Will be diagnosed with breast cancer.



Will participate in Making Strides events.



Will be raised during Making Strides events.

HOW YOUR SUPPORT MAKES A DIFFERENCE



More than \$62 Million are currently invested in breast cancer research grants.



In 2016, we provided more than 335,000 rides to and from treatment.



Last year patient navigators helped guide nearly 45,000 patients through the health care system.



More than 11,000 one-on-one support services were provided to breast cancer patients in 2016.



More than 36,000 women learned how to manage the appearance-related side effects of treatment.



ACS & ACS CAN

Stronger Together

We know that, together, we are stronger than cancer. These numbers show us just how true that is.











These numbers might surprise you:

- Income at American Cancer Society events is higher when more donors are also paid members of ACS CAN.
- Paid members of ACS CAN have a higher lifetime donation average to the American Cancer Society and its events than those who aren't ACS CAN members.

What's the secret? Engagement. ACS CAN members are likely to have a greater understanding of our overall mission and be presented with more opportunities to save lives from cancer – including ways that don't require making a donation.

Encouraging your event volunteers to learn more about – and join – ACS CAN is a win-winwin. Good for the volunteer. Good for your event income. Great for helping advance our mission.





Team Captains

give 592% bigger

donations

Cancer Survivors

give **1,419% bigger**

donations

Team Members

give 1,335% bigger

donations

to Relay For Life events and the American Cancer Society if they are also an ACS CAN member*





Participants

give 1,690% bigger

donations

Breast Cancer Survivors Pacesetters

give 2,342% bigger

donations

give **89% bigger**

donations

to Making Strides Against Breast Cancer events and the American Cancer Society if they are also an ACS CAN member*

(*Data are over a three-year revenue cycle.)

ACS CAN TOOLS & RESOURCES





Frequent Contacts Roster

| Team Roster | | | | |
|---------------|--------|--------------|-------|--|
| Name | Role | Phone Number | Email | |
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Volunteer Engagement Calendar



The 2019 Volunteer Engagement Calendar is here! This year, it is posted on our website at www.fightcancer.org/calendar and it looks great.

The American Cancer Society Cancer Action Network (ACS CAN) Volunteer Engagement Calendar is full of ideas and suggestions about powerful actions you can take this year to make a real difference in the fight against cancer.

The power of our ACS CAN comes from you taking action. Each of you has the power to improve people's lives by advocating for the passage of meaningful legislation; the power to recruit and motivate other advocates into taking action; the power to effectively utilize media to promote our cause; the power to raise needed funds for our campaigns; and the power of your story to make your elected officials realize why fighting cancer should be a top priority.

Each and every action you take with ACS CAN is important to our success. Don't forget to record all your actions in the award winning Ambassador Action Center (AAC). It helps both your state and federal staff teams be informed and up to date on all your interactions with your state and federal lawmakers.

All of the actions suggested in the Engagement Calendar are "descriptive"--not "prescriptive" and each can be used most effectively in the context of a larger campaign plan. Each staff partner and volunteer leader has individual skills and faces different challenges in building, training and maintaining their volunteer team and using their power to pass effective legislation, so these ideas are not meant to be "one size fits all." Your actions are most effective when you personalize your activity and show your maximum ACS CAN Ambassador passion while you do it. This is how we make things happen! We hope this calendar continues to generate that constant engagement and collaboration between staff and volunteers that energizes and grows our movement.

As usual, we will be working on federal, state legislative and local campaigns on multiple issues around the nation. It is critical that you stay in close contact with your state staff partner to stay updated about local, state and federal opportunities to take action. Please participate in the National Volunteer Leadership calls listed in the calendar, as this is a great way to keep updated about our national campaign activities throughout the year.

www.fightcancer.org/calendar

Telling Your Story



ACS CAN is looking for people who are willing to share their cancer story with us and our lawmakers. By sharing how cancer has impacted your life, you will help make cancer a top priority in our state house and on Capitol Hill.

What's your story?

- Have you or a loved one taken chemotherapy pills?
- Are you a caregiver who has watched their loved one in pain because they don't have access to a palliative care team?
- Have you seen the impact that tobacco use has on yourself, your family, or your friends?
- Have you or someone you know been helped by the Breast and Cervical Cancer Prevention and Treatment Program?
- Would you or a loved one be impacted by potential changes to essential health benefits, lifetime caps, or have a cancer related illness that would impact your access to care as it relates to pre-existing conditions?

How you can help:

By sharing your story with ACS CAN, you are raising your voice for cancer patients throughout your state. When lawmakers hear how cancer has touched your life, they are reminded that the issues they are voting on every day impact real people. Your story can be shared in whichever way you are comfortable:

- Working with our media advocacy staff, you can share your story through a letter to the editor, on a radio interview, or via social media.
- You can personally share it with your lawmaker in a face-to-face meeting.
- Working with our staff, you can put your story in writing and read it at a public hearing or submit the written story as testimony to support a bill.

Your VOICE has the POWER to influence state and federal lawmakers. Share YOUR story TODAY!

To take the first step, visit:

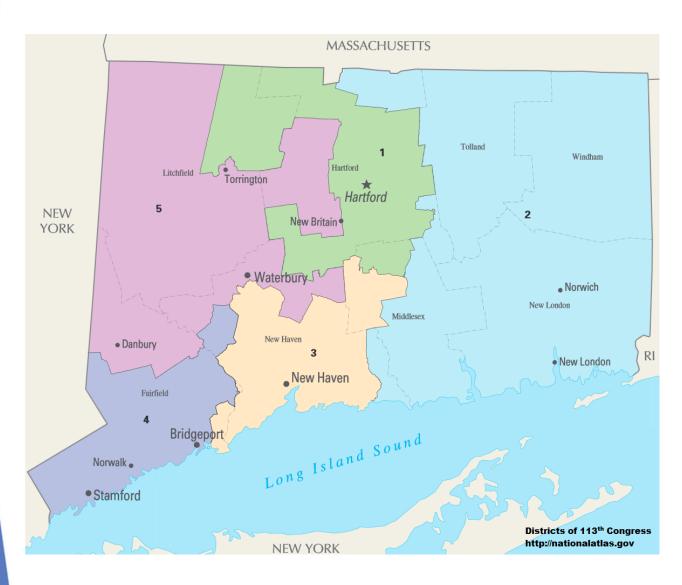
https:// www.fightcancer.org/ share-your-story



TOOLS & RESOURCES



Connecticut Congressional Districts



Term: A minimum two-year commitment is requested. **Time Commitment:**

This is a year-round position. The time commitment will vary from month-to-month depending on the status of state and federal legislative campaigns.

Based on discussion with the staff partner and Legislative Ambassador, the anticipated time commitment for this position is expected to be ______ hours/days per month.

Responsibilities:

Outreach to Federal and State Elected Officials

- 1. Sending a letter of introduction to your elected officials.
- 2. Participating in at least one legislative in-district meeting per year.

Recruiting and Cultivating Volunteers

- 1. Recruiting new volunteer Legislative Ambassadors.
- 2. Recruiting new ACS CAN members.

Serving as a Spokesperson for ACS CAN

- 1. Speaking on behalf of ACS CAN at press events and in radio/TV interviews.
- 2. Submitting letters to the editor on ACS CAN issues and activities.
- 3. Representing ACS CAN at American Cancer Society events including Relay For Life and Making Strides Against Breast Cancer, and at other events in the community as needed.

<u>Training and Personal Development</u>

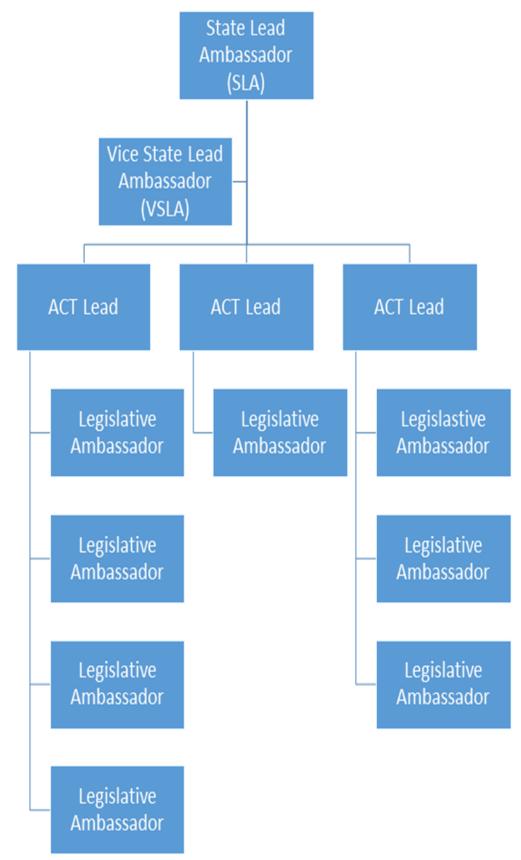
- 1. Participating in training and conference calls when possible.
- 2. Participating in monthly team meetings within your state.
- 3. Attend State Day at the Capitol.

Personal Goals

| Signed: | | |
|------------------------|-----------|---|
| Legislative Ambassador | ACT! Lead | - |

State Volunteer Structure





FUNDRAISING FOR ACS CAN





What is CANRaiser?

CANRaiser is the online tool used by volunteers to start personal fundraisers to help us raise the funds we need to support our mission.

How do I use CANRaiser?

There are four different options on CANRaiser to choose from.



Choosing **special occasion** is a way for you ask for donations for a celebration like a birthday or wedding instead of receiving gifts.



The *honor/memorial* option allows you to raise funds recognizing a loved one or honoring someone special.



Create your own event is a way for you to host your own personal fundraiser. There are many examples and tools provided to help you get started.



Lights of Hope is an ACS CAN event that honors loved ones who have fought cancer and survived and remembers those who lost the battle with lighted bags that will line the U.S. Capitol Reflecting Pool in Washington, D.C.

What if I need help with CANRaiser?

There is an online tutorial as well as FAQ's to help get you started on each page. Still need help? Feel free to contact Molly Waite at molly.waite@cancer.org

* Once you create a CANRaiser page you will be directed to the fundraising center. From here you will find tools and resources to help make your personal fundraiser a success.



Getting Started

Fundraise through CANRaiser with these 4 easy steps

1) Set-up your Personal CAN Raiser page

- * Visit www.acscan.org/canraiser and create your page
- * Customize the text of your page by sharing your story and fundraiser
- * Upload your own photos * Create a custom URL to direct people to your page

2) Let your friends know

- * Send emails through CANRaiser with the templates provided
- * Post your event URL on social media

3) Keep track of your donations and RSVP's

- * Log into your fundraising center and view your progress with the tracker provided
- * Track your event RSVP's and donations

4) Celebrate, send Thank You's and process the donations

- * Send thank you email to everyone who donated to your page * Submit your donations to your staff partner.
- * For donations made at the event or outside of your CAN Raiser page, make sure to complete an ACS CAN Membership form for those that want to be members of ACS CAN.
- *Donations made through your CAN Raiser page enrolls the donor as a member of ACS CAN.
- *No matter what you choose to do, the American Cancer Society Cancer Action Network is here to help and support you. Please use this toolkit as a starting point to help organize your fund-raising efforts and don't be afraid to reach out to your staff partner with any questions or for more information.*

Community

Cookbook



Need Some Ideas?

<u>Battle of the Bands:</u> Hold a concert for bands to compete. Charge entry & voting fee.

Block Party: Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band donate a few hours, have a BBQ, do face painting, etc.

Book Sale: Encourage your coworkers, family, and friends to dust off their bookshelves and contribute to a book sale.

Bowl-a-thon: Go bowling and host a bowling competition.

Bunco Night: Host a bunco party at your house and ask for donations to participate.

Can and Bottle Drive: Set up at a central location and collect cans and bottles from passersby. Or post flyers around town with a date you will go door to door to collect cans & bottles.

<u>Clothing Drive:</u> Do you have clothes in good condition that you never wear? I'm sure your friends do too! Invite them over for a mini boutique sale. Or think bigger and set up a clothing sale at a local church or community building.

Cook-offs: Encourage budding chefs to compete for the best healthy food dishes. Charge a fee to taste and vote.

<u>Cookbook:</u> Use the template provided in CANRasier and create a cookbook. Ask for recipes from friends and acquaintances in the community and distribute the book for a \$10 donation

Crawfish Boil: Have a Crawfish boil party at your house and ask for donations to ACS CAN.

<u>Dine Out for a Cause:</u> Many restaurants offer opportunities for hosting fundraisers and donating a portion of the sales. Most will have details on their website or contact the manager.

<u>Dress Down Days:</u> Many businesses have allowed employees to dress down for a day if they make a certain donation.

Envelopes at Restaurant Tables: If you work at a restaurant or in an office with a cafeteria, place an envelope at every table stating, "Please donate to the American Cancer Society Cancer Action Network, and help make cancer a national priority for our elected officials"

<u>Fun Run:</u> Host a fun or themed run at a local park or neighborhood.

Golf Tournament: Contact a local golf course to host



Here's More Ideas

<u>Halloween Costume Party:</u> Hold a costume party at your house or local community center with seasonal beverages and food, and charge admission at the door.

<u>Horseshoe Tournament:</u> Host a tournament and ask for donations to participate.



<u>Kids Master Chef:</u> Hold a cooking competition for kids. Charge for entry, tastes & judging.

Money Jars: Set up money jars or coin boxes at your place of work. This is good for banks, diner's/restaurants hairdressers, and stores. Check back to empty frequently.

Paint Nites: Most local paint nite organizations will host parties with a % going to the cause.

<u>Pancake Breakfast:</u> Have a pancake breakfast at a designated location and ask for donations.

<u>Pie Sales:</u> Much like bake sales, these are also popular. Especially around the holidays-take orders and distribute the pies.

Potluck Lunches: Have employees make a dish to pass and require a fee for tasting.

<u>Pumpkin Carving Contest:</u> Participant would carve pumpkins for a chance to win a prize. Ask for donations to participate and judge.

Quilting: Quilting is the new hobby for all ages! If you know a creative seamstress, have her hold a quilting class or just a quilting night. Quilters like to sew in groups, make a night out of it and ask for donations.

Scavenger Hunt: Organize a scavenger hunt and send participants all around the neighborhood or local parks. Charge a registration fee.

Super Bowl party: Have a Super Bowl party and ask everyone for donations when they get there. The same can be done for the NCAA Championship basketball game, Indy 500, Masters final round, or World Series. Great idea for someone with a big screen TV!

Themed Dinner Party: Host a themed dinner party at your house. Think mystery or Great Gatsby.

Talent Show: Host a Talent Show!

Weight loss competition: Host a weight loss competition and have everyone donate a dollar for every pound lost.

Wrap mall. **Presents:** During holiday time set up a booth at a local

<u>Yoga/</u>
Special one-time class, or a weekly class, where all or a percentage of the proceeds benefit



Common CANRaiser Questions

Do I need to include the ACS CAN tax disclaimer on event material?

Yes. Any document requesting donations for ACS CAN need to include the tax disclaimer "Contributions or gifts to the American Cancer Society Cancer Action Network, Inc. are not tax deducible." Even if the flyer is created by the venue hosting the event.

Do we provide tax receipts?

No. Contributions or gifts to ACS CAN are not tax deductible so tax receipts will not be provided.

What are the rules around ACS CAN Membership at events?

Any donor that donates \$10 or more through your CAN Raiser personal page will become a member of ACS CAN . Option to not become a member is presented.

Does ACS CAN pay for volunteer event expenses?

No. ACS CAN is not financially responsible for a volunteer event expenses.

Can the American Cancer Society Cancer Action Network logo be used?

Yes and No. ACS CAN's logo is seen throughout your CAN Raiser page, but the logo can not be put on event flyers, banners, invitations, etc. that are created outside of CAN Raiser.

Where do I deposit offline proceeds?

Log into your fundraising center to enter the information then give the money to your staff partner.

For additional CAN Raiser resources, please visit www.fightcancer.org/canraiser

Volunteer Fundraising Questions? CAN Raiser Questions?

Contact Molly Waite at 202-585-3275 or Molly.Waite@cancer.org



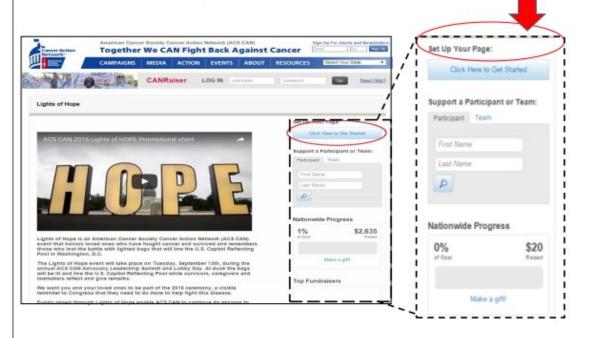
Getting Started: The CANRaiser Website



To get started open the CANRaiser website. <u>www.acscan.org/canraiser</u>. Select

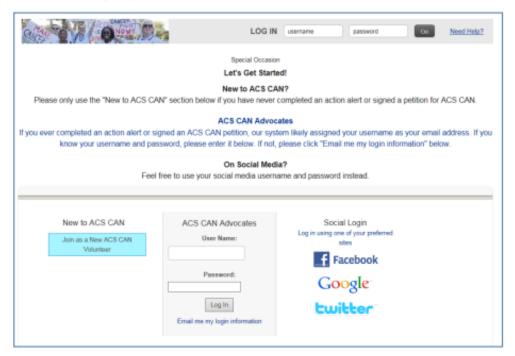


. Below "Set Up Your Page" click on the "Get Started" button on the right hand column.

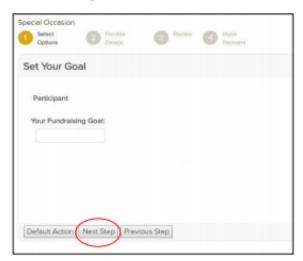




- There are THREE steps to choose from to log in. Please choose one.
 - 1. "New to ACS CAN" If you have never created a CANRaiser page click this
 - "ACS CAN Advocates" If you have created a CANRaiser page in the past enter in your username and password (If you do not remember your username or password click "email me my login information" and follow the instructions)
 - "Social Login" for easy log in choose from Facebook, Google or Twitter and log into your account. Follow the prompts.



- · Enter in your fundraising goal. (this goal can be changed at any time)
- Click "Next Step"





Logging into Your CANRaiser Personal Page



 To get started, log into the CANRaiser website <u>www.acscan.org/canraiser</u>. If you have a username and password from last year continue, if you do not follow the directions on the other side of these instructions.



This login page will appear verifying the information, click "Submit"





You should see your name at the top of the page, click on "My CANRaiser"

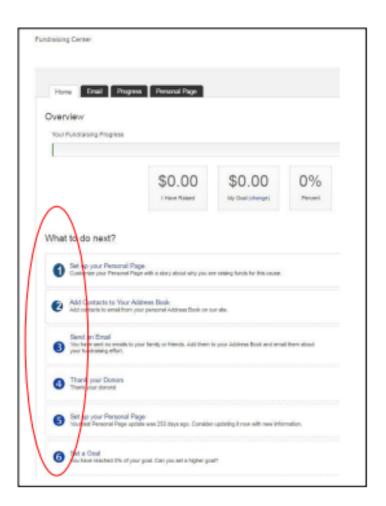


Click on the event you want to fundraise for





Proceed to work through steps 1-5 in your Fundraising Center







How do I sign up online?

It's quick and easy to sign up and raise money online. Simply click⊠"Click Here to Get Started". From there, follow a few easy steps to complete your sign up.

Signing up online gives you immediate access to your Participant Center, an online tool that makes it easy to send emails to multiple friends and family at once to ask for their support. When you send emails through the Participant Center, your donors will receive a link to your personal fundraising page so they can make quick and secure online donations. You can also use your Participant Center to track online and offline (cash and check) donations, and to send thank-you emails

What if I can't remember my login information from previous years?

Next to the login information at the top of the page click on Need Help? From there you can click on Forgot Username. Type in the email address used in the past. After this you will receive an email with the username in which you have previously registered. The same steps can be followed if you forgot your password.

What should I do if I can't login or have questions about this process?

Follow the instructions above or feel free to email Molly Waite at molly.waite@cancer.org. We're always ready to assist you with any questions you might have.

What is a participant center page?

A participant center page is an online tool for you to use when asking your friends and family to support you by making a donation. Once you sign up online, we'll create a participant center page for you. You can share photos and stories to more effectively spread the word to everyone you know. Upload a photo of yourself or a loved one whose cancer journey has motivated you to participate. Share a personal story about why you choose to participate. This is your place to express why the event is so important to you and encourage others to participate by making a donation.

My personal fundraising page already has default content in it. Do I have to change it? No, but we recommend you do. A compelling personal fundraising page will help boost your fundraising results (and isn't everything better when it's personalized?). Once you sign up online, a personal fundraising page will be automatically created for you. But a customized personal fundraising page will attract and engage more supporters, so it's best if you tell your story and explain why it is important to you. Emails you send through the participant center will link people to your personal fundraising page so be sure your page reflects your personal story and photos, and is an expression of your commitment to the fight against cancer.

Can I set a personal fundraising goal?

Lights of Hope participants are not required to raise a minimum amount. However, we definitely encourage you to set a personal fundraising goal and to use the fundraising tools we provide to meet or exceed it! In the registration process you will be asked to set a personal fundraising goal. Remember, that you need to raise \$200 in order to secure your free ticket to the CAN Opener celebration at Leadership Summit and Lobby Day.



CANRaiser FAQs

How do I use my username and password?

Every time you visit www.acscan.org/canraiser, log in with your username and password by clicking the \(\text{Log In} \) Button at the top right of the page. If you have visited the website before, your computer may have a cookie* saved and will recognize you and log you in automatically. Logging in provides access to your participant center page, your personal fundraising page, and online tools to encourage your friends and family to support your efforts.

*A cookie is a small piece of information a website leaves on a visitor's computer when the visitor is browsing the site. Cookies remember information about a visitor for use at a later time

What if I've forgotten my username and/or password?

Remember your username and password are case-sensitive. If you need assistance retrieving your username and password, you can request an email containing your log-in information.

How do I send an email through CANRaiser?

Login to your page and click on Participant Center. Once there, click on the second tab called Email. Two options will be provided. A "Thank You" email and an "Other" email. The "Other" email is the template to ask for donations. Follow the instructions on how to send the email. This can be edited to your preference. The link to your personal page will automatically be added to the bottom of the email.

How can I post my personal page to social media?

Once you are logged into the Participant Center there will be two social media icons on the right hand side of the page. One is for Facebook and the other for Twitter. Click on the icon for which you would like to post. Compose your message and follow the instructions provided.

How do I enter Offline bags?

Start by logging onto your participant center. On the right hand side of the page you will see a green button for Enter offline gift. Enter the required information and click add.

Is my information secure?

The American Cancer Society Cancer Action Network makes every effort to protect your personal information. We use industry-standard Secure Sockets Layer (SSL) encryption techniques to ensure your credit card information, passwords, and personal information travel securely over the Internet. There is also an encryption engine on our database server that securely stores your data.

How is credit card information handled?

Credit card information is not stored in our database. During the donation process, we send donor credit card information to an online processing terminal using a secure connection. The information passed back is an approval or denial of the credit card donation.

How do I unsubscribe from emails?

Toward the bottom of each email message, there is a link that states "Click Here to Unsubscribe from This Email Message." Click the link and follow the instructions to unsubscribe. Please remember the emails we send you are related to our advocacy work and contain helpful updates. Unsubscribing might cause you to miss out on important information.





How do I ask people to support my effort?

The Participant Center, our easy-to-use online fundraising tool, allows you to safely and securely upload email addresses of friends and family into your address book. By using our email templates, or by creating your own, you can ask everyone you know to support you with a donation.

How do I change my personal fundraising goal?

Log in to the Participant Center using your username and password. You can then modify your personal fundraising goal in the Progress section. Simply click Change Goal, enter your new goal, and submit the changes.

How can I see who has donated to me?

Log in to the Participant Center using your username and password, and then click on the Progress section. You can then view your donor list and the amounts donated.

How do I thank my donors?

We have provided a template to send emails to thank your donors for their generosity. In the participant center under the email tab you will find the thank you email. Follow the instructions and customize the email to your preference.



Fundraising Tip Sheet

1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most!

3. START WITH YOUR CLOSE CONTACTS

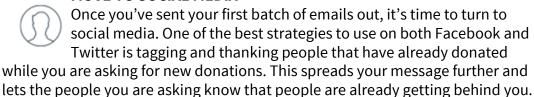


It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other

contacts.

4. NOW

MOVE TO SOCIAL MEDIA



5. REENGAGE WITH EMAIL

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING YOUR SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but its vitally important to our mission and you can do it. Know that your effort will make a big difference!

Help Us Fight for Cancer Research Funding



The new Administration introduced a proposed budget that includes deep cuts to medical research. If approved by Congress, the cuts would represent 21 percent of the National Institute of Health's (NIH) total budget, and we would see a 21 percent cut to the National Cancer Institute (NCI) affecting future innovation in cancer research.



With your help, we can send thousands of signed petitions to Congress urging them to vote 'no' on these budget cuts. We can continue to lobby and educate elected officials on why these cuts would be disastrous for cancer research and we can send them action alerts letting them know the importance of supporting cancer-related legislation

We need your help!

How to get involved:

- •Create a CANRaiser fundraising page www.fightcancer.org/canraiser
- Update your personal page letting everyone know why you are getting involved and why this is important to you
- Send emails through CANRaiser and post to social media asking for donations
- Thank your donors

Where the money goes:

\$50 Raised – Helps us send action alerts to our volunteers

\$100 Raised - Helps us fund the collection of thousands of signatures on a petition

\$250 Raised – Helps ACS CAN and our volunteers from across the country call their members of congress to reject the proposed cuts

\$1,500 Raised – Helps ACS CAN send a volunteer to Leadership Summit and Lobby day to be trained on how to become a better cancer advocate



Membership

Why is membership important to ACS CAN?

In addition to funding our state and federal campaigns, membership is the power of ACS CAN. There are two ways to have power over our elected officials. One is through donations. As you know, our organization does not endorse or make campaign donations to candidates or elected officials. The other way is through votes. The more members we have in the district, the more power we have to move an elected official on an issue.

General ACS CAN Membership Pitch

I want to make sure that everyone here today knows exactly how ACS CAN impacts our mission to fight cancer.

ACS CAN is the nation's leading cancer advocacy organization. We are working every day to make cancer issues a national priority. Many of the most important decisions about cancer are made outside of your doctor's office. They are by our state legislature, in Congress, and in the White House. We are your voice - the voice of cancer survivors and caregivers in the halls of government.

As the leading funder of cancer research, the federal government spends billions on cancer research every year. You may have heard that in 2016 Vice President Biden joined forces to create a cancer moonshot aiming at accelerating cancer research. But the "cancer moonshot" did not happen overnight, and it's not a constant guarantee. It happened because you raised your voices. In fact, thanks to you, funding increased in 2017 for the first time in a decade. Which means more breakthroughs, like the work scientists are doing now that harness a patient's immune system to fight cancer. But we must remain vigilant.

There is perhaps no better way for Congress to demonstrate support for the fight against cancer than by funding that fight.

Know your audience - If you have any local or state cancer victories, you can share them here; if you are speaking in a district or state with a member of Congress who is particularly supportive of research, or other federal priorities, make sure to let the audience know. It may help strengthen the importance of being a CAN member.

I am encouraging all of you here today to join me as an ACS CAN member, because membership empowers us as regular people to be part of the growing national movement that is fighting back against cancer. Together we are able to hold lawmakers accountable for their words and their actions. Talk about making a difference! Together we can make history!

Raise your hand high if you want to look back at this moment and know that you were part of changing the world. Raise your hand if you want to join ACS CAN in memory or in honor of YOUR loved one... Stand up if you want to help us end cancer as we know it.

(Pause to allow people to stand. Encourage folks to stand up. Give them a round of applause)

Membership



Thank you for standing up today to make history! It is only \$10.00 to join ACS CAN. However, for those that want to make a larger contribution, we have membership benefits starting at just \$25. These benefits are a daily reminder of how you made your voice heard to help save lives and make history through cancer research funding. (Relay and Strides only: Another great reason to join or renew today is that your membership will be counted towards your team and event level recognition. If our event recruits just 40 ACS CAN members we will join an exclusive club called ACS CAN Club and if your team recruits 10 members they are part of the ACS CAN Club as well.)

We are going to pause for a moment to let you get signed up. Now is the time to pick up your pens, fill out your membership form and raise them up in the air so volunteers can come around and collect them. We will tally them and report back so you know how many voices were added to the fight today!

Start pre selected music

Play music FOR AT LEAST 3 minutes for everyone to complete and turn in member forms.

Make random announcements of your membership #'s as they are turned in. Set a goal of memberships and petitions if you want and do a countdown to your goal. When submissions have slowed down, start script again.

Do: Tweak logistics of final ask as needed for your event

DO: Get Final counts for memberships.

I am THRILLED to announce that we have recruited _____ACS CAN members tonight. Thank you for your support of ACS CAN today and thank you in advance for helping us picture a cure!

Try to get a picture of all the ACS CAN members that joined. Be sure to post on social media!

ACS CAN Membership Pitch at informational Table Recruitment:

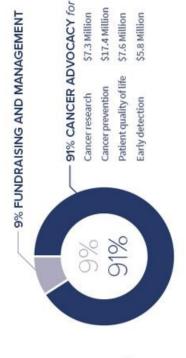
Hi! We're ACS CAN, the advocacy arm of the American Cancer Society. We work with lawmakers to make sure they're doing their part to fully fund breast cancer research and prevention. We're a membership based organization, and if you join at the \$20 level or more you receive one of these (cute purse pins, Lights of Hope, other item) which are only for people who join through this event. We take cash, check, or credit card. Would you like to join today?



Your Donations At Work

Where Does the Money Go?

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



IN JUST THE PAST YEAR, ACS CAN HAS: NORE RESTAUR



in federal medical

research

AND

\$3 BILLION INCREASE These laws now cover over 60% of the US population

cut in medical research

\$7 BILLION

a proposed

FOUGHT OFF



MAMMOGRAMS & CANCER SCREENINGS to more than 5.3 million

low-income women

Membership Benefits



The American Cancer Society Cancer Action Network (ACS CAN) is pleased to recognize our donors with the following benefits. Should you choose to give to ACS CAN more than once in a given calendar year, your donations will accrue towards a higher membership tier and additional ACS CAN membership benefits.

ACS CAN Member - \$10 to \$24

As an ACS CAN member, you'll receive:

- Exclusive access to members-only calls and virtual town hall meetings
- The opportunity to meet other ACS CAN members at members-only events in your state Legislative Action Toolkit including an ACS CAN Membership Card

Star's Circle - \$25 to \$74

You'll receive regular member benefits plus:

• Exclusive members-only Window Cling for your car or home

Patron's Circle - \$75 to \$249

You'll receive all of the benefits of a Star's Circle member plus:

- Exclusive ACS CAN reusable shopping bag
- Early access to ACS CAN's annual reports

Leader's Circle - \$250 to \$499

You'll receive all of the benefits of a Patron's Circle member plus:

- Exclusive ACS CAN journal notebook
- Recognition in ACS CAN's annual Advocacy Accomplishments Report

Hero's Circle - \$500 to \$999

You'll receive all of the benefits of a Leader's Circle member plus:

Exclusive Hero's Circle lapel pin

Champion's Circle - \$1,000 to \$2,999

You'll receive all of the benefits of a Leader's Circle member plus:

• Exclusive Champion's Circle lapel pin



Membership Benefits

President's Circle - \$3,000 to \$9,999

You'll receive all of the benefits of a Leader's Circle member plus:

- President's Circle ACS CAN Lapel Pin
- Monthly Advocacy Update from ACS CAN President
- Invitation to attend ACS CAN's National Leadership Summit and Lobby Day and participate in special President's Circle Breakout Session along with a dinner with ACS CAN's President
- Recognition on the National Donor's Circle Plaque at ACS CAN Headquarters

<u>Chairman's Circle - \$10,000 to \$19,999</u>

You'll receive all of the benefits of a President's Circle member plus:

- Chairman's Circle ACS CAN Lapel Pin
- Membership in the Laureate Society with benefits that include:
 - ♦ A Personal Liaison the ability to call anytime of the day or night
 - Mission updates with that latest information about ACS and ACS CAN's work as well as the latest developments about the fight against cancer
 - ♦ Invitations to special events in your area as well as an annual Laureate Society event

Major CANpaign Circle - \$20,000 and up

You'll receive all of the benefits of a Chairman's Circle member plus:

Major CANpaign Circle ACS CAN Lapel Pin

Membership Tracking Tool



| Event Name | | | | | | |
|---------------------|--|--|--|--|--|--|
| Staff Name | | | | | | |
| Date Submitted | | | | | | |
| Donation | | | | | | |
| Donor Email | | | | | | |
| Donor Last Name | | | | | | |
| Donor First Name | | | | | | |

MEDIA



Letter to the Editor Writing Guide



Your voice is a powerful one, so if you'd like to write your own letter to the editor (LTE), below are a few letter writing tips and talking points for you to keep in mind when drafting. Before submitting your LTE to your local paper, please share your letter with your staff partner so it can be run through the quick review process. As always, remember to share the good news with ACS CAN staff when your letter runs. We love to see your work in print!

Tips for Drafting LTEs:

- **Watch length:** Consider your word count newspapers typically hold LTEs to a 150-250 word maximum, so be sure to check with the paper you're submitting the letter to ahead of time to make sure you're within the allowable word count.
- **Don't paraphrase:** Be careful not to paraphrase any responses given to you by the lawmaker during your visit. Stick to the facts of what happened that day you met with your lawmaker and asked him/her to support specific legislation. Feel free to thank your Member of Congress or a state lawmaker in the LTE for taking the time to meet with you, but you should not elaborate with any summary of how the meeting went or what they said.
- **Be you:** What you bring to the discussion that no one else can is your personal story and how passing legislation like the bills you're asking your lawmaker to support can impact real people. Briefly explain why the legislation you're focusing on in your letter matters to you.
- **Get local:** Remember to localize your letter. Editors are looking to show how bigger issues impact your local area. Consider sharing the number of people in your state that are diagnosed with cancer each year, or submitting the LTE to the local paper of the lawmaker you met with in order to localize your message.
- Keep it simple: The person reading your letter once it's published may have never heard of this issue before, so write your letter as if you're explaining it to your neighbor for the first time. Avoid acronyms or "inside ballgame" type of language like bill numbers. (Bill numbers are important for lawmakers but not to the average newspaper reader.)
- **Pick one fact:** Try to stick to one key fact. Because we're so passionate about these issues, we have a lot of information on them. But if you give too many stats and facts, they won't stick with your reader. Pick the one or two you think are the most powerful, and make your case with those.
- **Make the ask:** Always include a call to action. Remember to let readers know what you're asking your lawmaker to support and why.
- **Submit once:** Don't submit the same letter to multiple newspapers in the same market editors don't like to see something from their paper printed in a competing paper and it may hurt your chances of getting published now and in the future.



Getting More Mileage from Your Letter to the Editor

Letters to the Editor (LTEs) are an easy way to get your message out to lawmakers—and with a few simple steps, we can make sure every LTE has an even boarder impact than it otherwise would.

STEP ONE: Increase the likelihood your letter gets published with a simple phone call.

HOW? 1-2 days after you have submitted your letter, call the paper where it was submitted and confirm that it has been received, ask if they have any questions, or if there are any edits you could make that would increase the chance of being published.

STEP TWO: Share your letter once it has been published. Getting a letter published gets our issues on the reader's radar—but to be most effective, we need to get that issue on the lawmaker's radar.

HOW? Facebook, Twitter & even snail mail! Once your letter has been published, let your Grassroots staff partner know. Then, post a link on your Facebook page and/or Tweet it. Make sure to tag your lawmaker/target in your post and, if possible, tag the paper where it was published. Some examples:

My letter asking @lawmaker to support [issue/campaign] was published in today's @newspaper—read it here: www.website.org

So glad @newspaper published my letter calling on @lawmaker to support [issue/campaign]. Check it out here: www.website.org

I hope @lawmaker reads my letter in @newspaper thanking him/her for voting in support of [issue/bill] last week. Check it out here: www.website.org

Don't have social media? That's fine, too—snail mail works just as well! Print a copy of your letter and mail it to your lawmaker's district office with a quick note. Example:

"Dear Senator Jones,

I wanted to make sure you saw my recent letter in the [newspaper name], enclosed here. As a constituent and cancer advocate, I hope you'll support this bill.

Sincerely,

[Name]

Volunteer, American Cancer Society Cancer Action Network (ACS CAN)"

STEP THREE: You're done, and you're on your way to making sure your letter has a wide-spread impact!

HOW? Remember your Grassroots staff partner and media advocacy team are here to help. Let us know if you need assistance with contact info for your local paper, locating a mailing address for your lawmaker or identifying the lawmaker or newspaper's social media tags.

Questions? Contact Amber Herting at amber.herting@cancer.org

Advocacy and Social Media



Why Social Media?:

- Use it to grow our network
 - Get the word out about ACS CAN and the issues we're working on
 - ♦ Help recruit new volunteers
 - New action takers on our campaigns

Social Media Ideas for Recruitment:

- You have a powerful story
 - ♦ Share why you volunteer
 - ♦ Talk about your experience with ACS CAN
- Tell others how to get involved
 - ♦ Include an action step
 - ♦ Or a way to find out additional information

Tips and Tricks to Improve Your Posts:

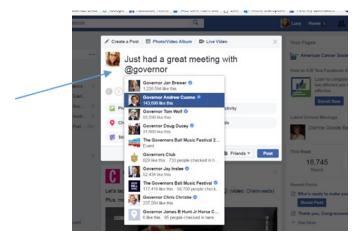
- Pictures!
 - ♦ Drive engagement
 - Photos and other images 40 times more likely to get shared on social media
 - Get more interaction
 - Posts with an image get 179% more interactions than the average FB post
 - Help you share your message
 - Pictures grab their attention, and can illustrate or add to the accompanying post
 - ♦ Tips:
 - ♦ Keep it simple!
 - Use impactful pictures
- Use Hashtags!
 - ♦ Makes your post part of a larger conversation
 - ♦ Spreads the word about a campaign or issue



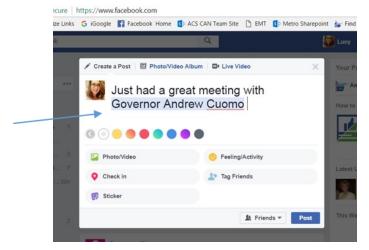
How to tag your lawmaker on Social Media

How to tag your lawmaker on Facebook:

- 1. Begin to type in your post
- 2. When you're ready to add your lawmaker type in the "@" and begin to type in his/her name
- 3. As you type after the "@" a dropdown menu will appear and you will see several people/pages that you can select.



4. Choose the person/page you'd like to tag.

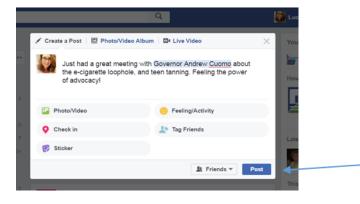


- 5. The name of the person/page you just tagged should turn blue. If it does not, the tagging did not work correctly, and you'll need to try again. ***You must be friends with or follow the person you want to tag***
- 6. Finish typing your post

How to tag your lawmaker on Social Media

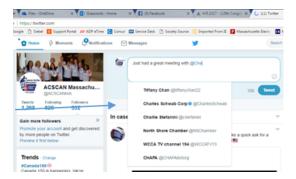


7. Hit "Post" and you're done! It's that easy.



How to tag your lawmaker on Twitter:

- 1. Begin to type in your post
- 2. When you're ready to add your lawmaker type in the "@" and begin to type in his/her Twitter handle
- 3. As you type after the "@" a dropdown menu will appear and you will see several people that you can select.



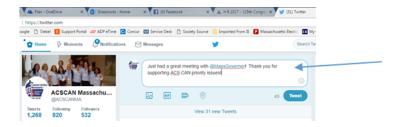
4. Choose the person/page you'd like to tag.





How to tag your lawmaker on Social Media

- 5. The name of the person/page you just tagged should turn blue. If it does not, the tagging did not work correctly, and you'll need to try again. Finish typing your post
- 6. Hit "Post" and you're done! It's that easy.



Connecticut Lawmakers



| State/ District | Title and Name | Facebook | Instagram | Twitter |
|--------------------|--|----------------------------------|--------------------------------|----------------------------------|
| CT - 1 | Rep. John Larson | @RepJohnLarson | RepJohnBLarson | @repjohnlarson |
| CT - 2 | Rep. Joe Courtney | @JoeCourtney @Congresswoman | RepJoeCourtney | @RepJoeCourtney |
| CT - 3 | Rep. Rosa DeLauro | RosaDeLauro @CongressmanJim | Rosa_Delauro | @rosadelauro |
| CT - 4 | Rep. Jim Himes | Himes | RepJimHimes | @jahimes |
| CT - 5 | Rep. Jahana Hayes | @RepJahanaHayes | RepJahanaHayes | @repjahanahayes |
| CT CT | Sen. Richard Blumenthal Sen. Chris Murphy | @SenBlumenthal @ChrisMurphyCT | SenBlumenthal ChrisMurphyCT | @SenBlumenthal @ChrisMurphyCT |



Twitter and Advocacy

Why Twitter Matters:

Twitter is a fast, effective way to get the message out on why our issues are important. And it is the most effective way to directly advocate to lawmakers in a public way—adding accountability to their actions.

To be successful, we need tweets from individuals in addition to organizations.

Setting Up an Account:

- 1. Go to http://twitter.com and find the sign up box, or go directly to https://twitter.com/signup.
- 2. Enter your full name, email, and a password.
- 3. Enter the phone number that you would like to associate with your Twitter account. Twitter will call you with a verification code.
- 4. Click "sign up" for Twitter.
- 5. Choose a profile name—ideally your full name or part of it. You can use the underscore (" ")!
- 6. Choose a profile picture. A real picture of you will make it easier for people to relate to you. People want to talk to a person, not a brand. Don't leave the default "egg" picture there!
- 7. Write your bio in under 240 characters. Make it inviting and interesting. Make sure to include your location in your profile.
- 8. Follow people. Choose people who will likely take interest in what you're doing.
- 9. Start tweeting! An easy way to start is to follow other accounts (news outlets, advocacy groups) and retweet them.
- 10. Check your mentions often. When you tweet people (mention them or retweet them), they can tweet back. You may get a notification via email, and also notifications are noted on your homepage—the "notifications" section at the top will light up with your number of new interactions.

Using Twitter to Influence Lawmakers:

According to a recent study by the Congressional Management Foundation, fewer than 30 constituent tweets are enough to influence a legislator, especially when inboxes are overflowing with emails and you've already reached out by phone.

How to Advocate on Twitter:

- Use the "@" sign before a lawmaker's twitter handle to "tag" the lawmaker and notify him or her of your tweet. (Be sure to place a period before the "@" sign if the lawmaker tag is the first word in the tweet, otherwise it will not appear on your account as a tweet.)
- Every time you tag a lawmaker in a tweet, that person is sent a push notification, allowing them to see the tweet directly in their account.
- Use the hashtag given to you by your grassroots manager in all your tweets. Hashtags aggregate all advocacy and highlight our collective voice.

LEGISLATIVE RELATIONSHIPS





Building a Relationship With your Lawmaker

It is crucial that our lawmakers hear from us regularly and that we build and maintain relationships with the lawmaker and the members of his/her staff. Frequently, this is done by making a call regarding a legislative ask, or delivering petitions, but here are some other ways to keep in touch with our elected officials:

- If you're a new Legislative Ambassador ask you ACT! Lead if there are any upcoming meetings with your Federal lawmaker you can attend.
- Set up an intro meeting with your state lawmakers or attend one of their office hours to begin building your relationship with them.
- Follow up all meetings with a thank you note or email.
- Send a card for special events to your lawmaker(s):
 - ♦ Your Lawmaker's birthday
 - ♦ Thanksgiving
 - ♦ New Year's/ Winter Holidays
- Drop off/ email new ACS CAN reports/information:
 - ♦ How Do You Measure Up (End of Summer)
 - ♦ Annual Accomplishments Report (Spring)
 - ♦ Fact Sheets/ Development on campaign issues
 - ♦ Share exciting updates
- Did your Letter to the Editor get published? Share a copy with your relevant lawmaker(s)
- Thank them for co-sponsoring a bill, for taking a public stance, or after a big win
 - ♦ This could be via email, phone call, or written note
- Did your lawmaker support your ask? Invite them to an upcoming Relay or Strides event and ask them to talk about it!
- Attend a town hall meeting wearing ACS CAN gear---don't forget to snap a photo!
 - ⋄ Find one near you at www.townhallproject.com
- Ask your lawmaker's Health Aide/ Chief of Staff to grab coffee and get to know them better.
- Ask them how you can be helpful to them on pertinent issues
- Visit your lawmakers' local offices when they're not in session or when you know they're in town
- Invite them to join you at ACS CAN events in your area: Lobby Days, Interest Meetings, Hope Lodge outings whenever appropriate.

Beginning the Relationship



If you can't do an in office visit or attend coffee hours to introduce yourself to your legislator, a snail mail letter to their office, addressed directly to the lawmaker, is the second best option.

Tips:

- Keep it to 2 or 3 paragraphs
- Include your contact information in your signature so they can contact you if needed
- Run the final version past GRM for a second set of eyes.

Talking Points you could include:

- Introduce yourself as a volunteer with the American Cancer Society Cancer Action Network (ACS CAN) and a constituent. Make sure to include the town you live in.
- Share with them a little about why you are volunteering with ACS CAN.
- This is a great time to share with them your connection to cancer
- Share a little about yourself and what motivates you
- Let them know you are available in their community as a resource for cancer related policies.
- Don't worry...if they ask you a question you don't know the answer to, Melissa will be able to find you the answer.

Suggested Talking Points:

- Talk about a recent bill/initiative the lawmaker has supported.
- Congratulate them on returning to office, entering office, or a recent community award.
- Thank them for speaking at an event you attended.
- Make it personal!



Building a Relationship With your Lawmaker—The Meeting

Meeting in person with your elected officials is the single most important grassroots action you can take to fight for the issues you care about.

A Few Things to Keep in Mind for Your Meetings...

While no meeting ever follows an exact script, below are some reminders and tips and tricks you can use when sitting down face to face with lawmakers and/or their staff.

- THANK THEM FOR THEIR PAST SUPPORT. We want to thank the lawmakers for making
 many of our issues a top priority, from whether we're meeting with a state legislator or a
 federal delegation member be sure to thank those who have already signed on to
 cosponsor our priority issues. Because of them we are in a much stronger position to
 help improve the lives of cancer patients and survivors.
- <u>REITERATE ACS CAN'S BIPARTISAN SPIRIT.</u> We work best when we work together to solve tough issues, like finding new treatment options for cancer patients, making support services for patients and survivors readily accessible, or removing barriers to accessing cancer screenings. Everything you are talking about with your lawmaker needs both sides of the aisle to work with us on, together.
- STATE THE PURPOSE OF YOUR MEETING. Let them know you're there as a volunteer for ACS CAN in their district. Remind them that we are all touched by cancer, and that more than 600,000 Americans are likely to die this year from the disease.
- REMEMBER TO PERSONALIZE YOUR DISCUSSION. Let them know your connection whether it be a cancer treatment breakthrough, access to quality of life services, or cancer screening story. How has cancer touched your life? Lawmakers hear from professional lobbyists all day, every day. They don't need to hear a lot of statistics from you, so just memorize one fact that you think will be persuasive to them.
- <u>LET US KNOW THE OUTCOME.</u> Whether you get a yes, no, or a maybe, ACS CAN's staff wants to know how your meeting went. Please be sure to log into the Ambassador Action Center and let us know the result of your meeting.

Tips and Tricks:

- <u>Stay on message:</u> Your group's power stems from being able to deliver the same unified message in many legislative offices. Sending a different message is counterproductive & unfair to your fellow advocates. Unsympathetic legislators will try to sidetrack you by introducing other issues in your conversation.
- <u>Show up on time:</u> Punctuality conveys professionalism, confidence & urgency. Keep in mind that your legislators might be late to meetings & remain flexible.
- <u>Dress for success:</u> Legislatures are formal institutions. Dress conservatively.

The Meeting



- Avoid Gushing: You have scheduled a meeting as a credible source of information from the district. Don't distract legislators from that role by being either overly complimentary or verbally abusive.
- It's ok to say "I don't know": If you don't know the answer to a question that your representative asks, tell them you will get back to them with the requested information & be sure to follow-up.
- <u>Staff matter:</u> No matter who you meet with in a legislative office, it is an opportunity to develop a relationship. Staff can be your best ally within the legislative office.
- Follow up: Immediately send a thank-you note, & stay informed on the progress of your issue. Thank the office if the lawmaker votes the way you would like, & request an explanation if he does not deliver on any promises made.

The Meeting:

Legislative meetings are very brief—usually no more than 15 minutes or so. That means you have to get right to your issues and story and then make a clear request. If you have multiple people in your group assign one person to begin the meeting and one person to end it.

In your meeting, remember the 3 parts:

- <u>HOOK</u> (who you are) Everyone should briefly introduce themselves at the start of the meeting. This is your chance to remind the legislator that you are constituents. Consider sharing a few unique personal details.
- <u>LINE</u> (why you care & why they should care) Provide the legislator with local stories or a strong argument. Lawmakers especially appreciate real-life examples that put a face on an issue.
- <u>SINKER</u> (your request or ask) Stay on message. Make a clear request of the legislator or the staff. Ask for a commitment & then listen carefully to the response. Remember to thank them before you leave.

After the meeting – meet with your group to compare and identify any follow-up work that needs to take place, such as sending requested info. Get business cards from any staff you meet with and send a thank you note.



Cancer Action Network American Cancer Society Bailding a Relationship With your Lawmaker—The Letter

Even in this age of technology, a written letter remains one of the most effective ways to communicate with your elected officials.

A Few Things to Keep in Mind for Your Letter...

- Titles matter: Please address the lawmaker by the correct title, for example: Senator Baker or Representative Allen.
- Where you live: State that you are a constituent and provide your street address at the beginning of any piece of correspondence. This is critical; lawmakers are under no real obligation to consider the requests of citizens who are not their constituents.
- Why you're writing: Do state your opposition to or support for a bill by number early in the letter. This will help clarify your position & aid in routing your letter to the correct staff and/or the correct bill file.
- Make it personal: Don't get so caught up in explaining the legislation or providing local statistics that you forget to talk about your cancer story and your connection to the issue. They can look up facts and figures. What they need to hear is how this issue has impacted your life or the life of someone you love.

Building a Relationship With your Lawmaker—The Email



With email, it is even more important that you signal your constituent status early. The success of the email will be determined by the personalized local information it conveys.

A Few Things to Keep in Mind for Your Email...

- Who you are: Put your name and address at the top of every message: you might even consider putting your name & address in the subject line so it is the first thing read.
- <u>Do personalize your e-mail:</u> Customize any email that is provided by an interest group with your own personal stories & local statistics. Create a unique message even if you are participating in a larger action on-line but remember to keep the request exactly as it is provided to stay on message.
- <u>Do be brief:</u> There is not a lot of patience among lawmakers or their staff for scrolling down through lengthy emails. Make sure your email is personalized, but you probably do not have more than a few paragraphs to get the job done.
- <u>Do be clear about your request:</u> You do not want your lawmaker to simply care about a given issue you want him or her to take a specific action on that issue. If you write to your federal elected officials, your email is likely to be circulated among staff. Make it absolutely clear what your request is & if you are sending email as part of a coordinated interest group campaign, stay on message. A good idea is to begin & end your email with a statement of your request.
- <u>Do proofread your e-mail</u> or have someone else proofread it for you.
- Relationship first: Do consider establishing a relationship with your legislator through a face-to-face meeting or letter before beginning to send e-mail: Email can be an extremely timely & powerful way for you to communicate with your local legislative offices after they have met you & recognize you as a voter from the district with important insights on an issue. Once they know who you are, your email has a much better chance of commanding more than a cursory glance by the intern.



Building a Relationship With your Lawmaker—The Phone

An effective phone call is concise, yet gets the message across. Be civil & avoid the tendency to ramble.

A Few Things to Keep in Mind for Your Phone Call...

- Be nice: Start the call by greeting the staffer answering the phone.
- Who you are: State your name and home address establishing you are a constituent.
- Make your position/ask clear: State your position and refer to a bill by its official number, i.e., "I would like Senator Jones to vote in support of SB 6."
- Ask for follow-up: This lets the office know that you are serious about your request & just might be watching when the vote is taken.
- <u>Live is better than recording:</u> Place your call during business hours when possible. There is no guarantee that your message will be properly recorded if you leave a message on voice mail.
- Relationship first: Do consider establishing a relationship with your legislator through a face-to-face meeting before placing a call if possible.