



ACS CAN Florida Volunteer Summit

March 21 & 22, 2026 | Orlando

Agenda



- Opening Remarks & Ice Breaker
- Volunteer Structure and Teams
- Florida Legislative Session Breakdown: Wins and What's Next
- *Break*
- Medicaid Expansion
- *Lunch*
- Media Advocacy
- Federal Priorities: Opportunities for Advocacy and Impact
- Mapping Our Power
- Young Leaders and Mentor Programs
- *Break*
- Awesome Mix Vol. 1 – FUNdraising!
- Awesome Mix Vol. 2 – Team Building
- Go Forth and Advocate!

[#FLCANSummit](#)



Opening Remarks & Icebreaker

Jen Vargas
Lorrie Steele

Spirit Leaders



Dani Hornstein
Kaitlin Carrington

ACS CAN Florida Team



Natalie Kliné

Sr. Grassroots Manager:
Southeast Florida and
Puerto Rico



Serena Rodrigues

Grassroots Manager:
Southwest & Central Florida



Storm Goodlin

Sr. Grassroots Manager
North Florida



Susan Harbin

Sr. Florida Government
Relations Director



Valentina Palomino

Senior Regional Media
Advocacy Manager

Florida Volunteer Leadership



Jen Vargas
State Lead Ambassador



Lorrie Steele
Vice-State Lead Ambassador



Volunteer Structure and Teams



What is ACS CAN?



Vision: End cancer as we know it, for everyone.

Mission: Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Patient
support



Action
through
advocacy



Advancing
discovery





Every cancer. Every life.®

What does ACS do?

- Funds research
- Provides cancer information to the public
- Educates the public on cancer treatment, prevention and early detection
- Works in local communities to help cancer patients
- Provides funding for advocacy and public policy work



What does ACS CAN do?

- Leads national grassroots movement of cancer survivors and their families to fight cancer through advocacy
- Holds lawmakers accountable for votes on cancer-related issues
- Educates the public, lawmakers, candidates and the media about cancer issues
- Publishes voter guides

#FLCANSummit

What we advocate for

Access to Care



Accelerating Cures



Prevention, including Tobacco Control



Eliminating Disparities + Building Health Equity



...And volunteers make all the difference





Our Impact

...Because of our volunteers



Florida by the Numbers

Over 75% of volunteer leadership positions occupied

The number of active LAs are estimated to be much lower

New Legislative Ambassadors since Jan. 1, 2025

Of the 75 new LAs, 56 are young volunteers

**22 of 28 ACT!
Lead
Positions
Filled**

**159 Legislative
Ambassadors**

**75 new
volunteers in the
last year**

**~75% of new
volunteers
under the age
of 35**

In Florida we...



**Make our
voices heard**

**Build
community**

**Honor those
who fight**

**And so much
more!**





Our Structure

The Role of Your Staff Partners

- 1 Government Relations Director (GRD)- Susan**
Guides us on all things Florida policy and navigates us through, sometimes, treacherous legislative sessions.
- 2 Grassroots Managers (GRM)- Storm, Natalie, and Serena**
Divided up between three regions: North, Central and Southwest, and Southeast, your GRMs are your go-tos for any and all questions.
- 3 Media Advocacy Manager- Valentina**
Supports on all things media related- letters to the editors, op-eds, interviews- and will coach you through the process.

Volunteer Roles

1 **State Lead Ambassador (SLA)/Vice SLA**

SLAs serve as the main contact for their U.S. Senators and oversee their state's ACT! Leads in their respective congressional districts.

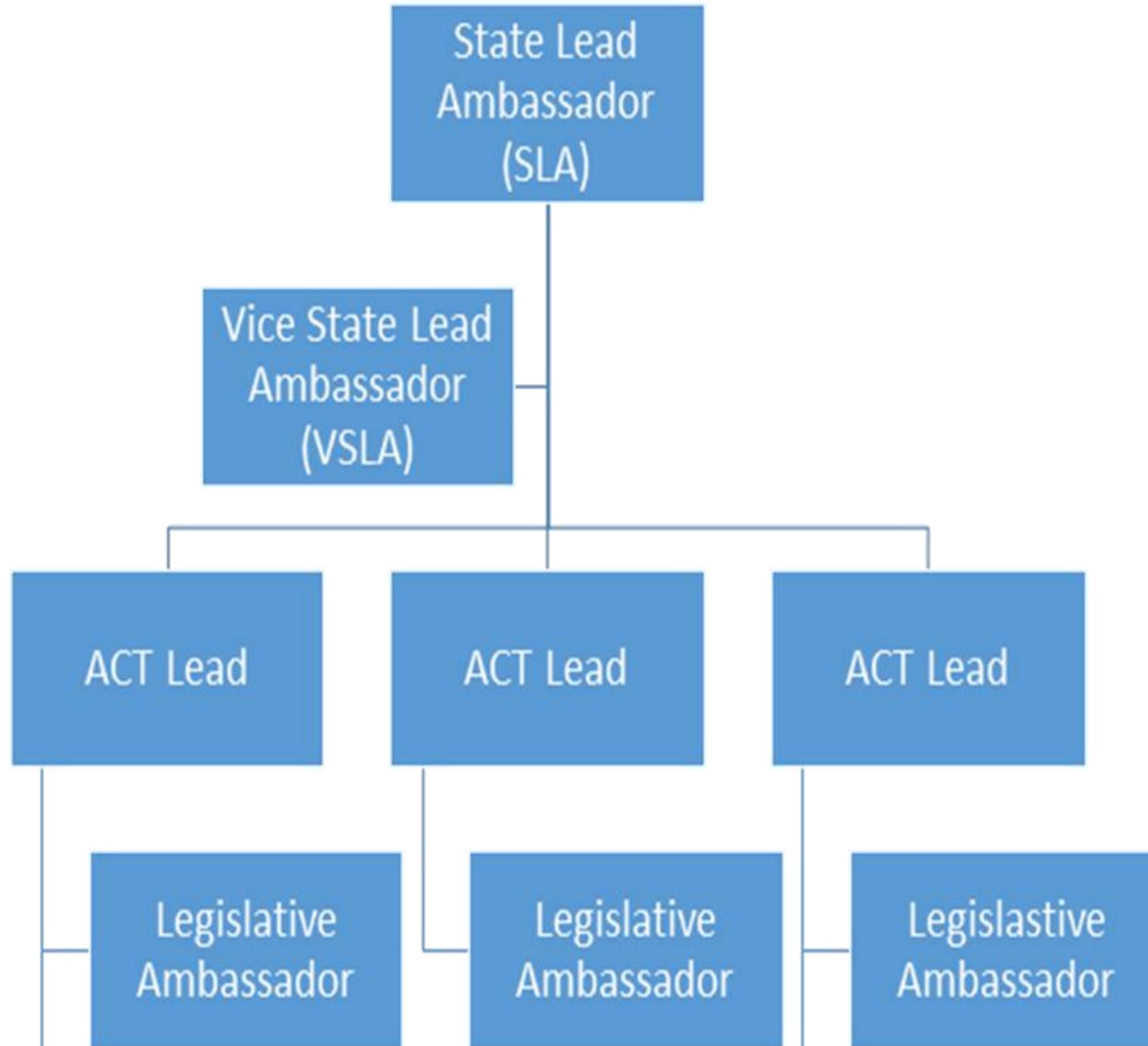
2 **Ambassador Constituent Team (ACT!) Lead**

The lead volunteer in their congressional district. They are the key contact with their Member of Congress and work to recruit volunteers to build their district team.

3 **Legislative Ambassador (LA)**

Advocates in the fight against cancer. They participate in various advocacy activities such as meeting with their representatives, taking online actions, and attending events.

Our Volunteer Structure





Spotlight



Paula Sullivan, ACT! Lead CD-03

NEW AND IMPROVED VOLUNTEER SITE



Welcome Florida Cancer Fighting Advocates!

You have found your way to the epicenter for all of the volunteer information for the priorities we are working on in the Sunshine State!

The Florida Legislature is gearing up for the 2026 Legislative Session & we are consistently, eagerly working in Washington D.C. to make sure that our voices are heard all across the country.

Make plans to return to this page regularly for updates, actions, and materials to help you amplify your voice & grow your relationships with Florida's lawmakers.

First Things First:

[Florida Ambassador Resources & Information](#)

[2026 Florida State Legislative Priorities](#)

[2025 Federal Priorities](#)

[2026 Cancer Facts and Figures](#)

[Share Your Story](#)

[5 Steps for Effective Story Telling](#)

[Report your actions here!](#)

[Find an ACS Event nearest you!](#)

[Order Your Blue ACS CAN Shirt Here](#)

#FLCANSummit

NATIONAL VOLUNTEER SITE



Welcome to the ACS CAN Volunteer Homepage

Whether you are a brand-new volunteer, or a seasoned volunteer leader, we want to make sure you have all the resources at your fingertips to be wildly successful. Please let your staff person know if there are additional tools you would like to see on this page.

Getting Started

View this page for relevant links on how to get involved as a volunteer in your community and find the ACT Lead Toolkit and SLA Checklist!

Sharing Your Progress

Track your volunteer activity to give ACS CAN valuable insight into your work.

Volunteer Spotlight: Bonita Sherman

[Bonita Sherman shares her volunteer story.](#)

Volunteer Calls

- [New Volunteer Welcome Calls](#)
- [Monthly Volunteer & Quarterly Emeritus calls](#)



Q&A



2026 Florida Legislative Session Breakdown

Wins, Losses, and What's Next

2026 Legislative Session Main Takeaways



- The Legislature did not complete their work to pass a budget; this must happen before July 1st.
- Less “productive” than previous years; only 237 bills passed.
- More defense than offense.

2026 Legislative Session

Bills of Interest



SB 1756 (Medical Freedom by Sen. Yarborough)

- Priority of Governor
- Would have allowed for “conscience-based” exemptions to the Florida school-entry immunization requirement (current law allows for religious and medical exemptions)
- Would allow pharmacies to sell ivermectin without a prescription
- SB 1756 passed the Senate by a 23–15 vote but died in House messages (the House companion never received a committee hearing)

2026 Legislative Session

Bills of Interest



SB 1758 (Public Assistance by Sen. Gaetz)

- Would have imposed “work or community engagement” requirements (80 hours/month) on Florida Medicaid enrollees
- Most enrollees (children, disabled, pregnant women, etc.) would be exempt
- The requirements would apply to very low-income parents (26% of the FPL) of children aged 14-18, and some qualifying 19- and 20-year-olds. The effect would be to force these individuals into the coverage gap as they would likely end up earning too much to qualify for Medicaid, but too little to afford private insurance.
- SB 1758 passed the Senate 26-11 (party line vote) but died in House messages.

2026 Legislative Session

Bills of Interest



HB 693 (Health & Human Services by Rep. Redondo)

- Expansive House health care package.
- Sought to codify many components of HR 1 (“big beautiful bill”) related to Medicaid and SNAP
- Stakeholders were able to work with the sponsor to fix an issue relating to Kidcare coverage for “lawfully residing children” in the committee process
- Passed the House but died in Senate messages

2026 Legislative Session

Other Bills of Note



Tobacco/Vaping

- SB 754/HB 377 (Heated Tobacco Products)
- SB 986/HB 389 (Smoking in Public Places)
- SB 980/HB 843 (Nicotine Products)

Insurance Coverage

- SB 1494/HB 137 (Insurance Coverage for Breast Cancer Screening)

2026 Legislative Session

FY 2026-27 Appropriations



- Most cancer-related budget issues are already aligned in the House and Senate budgets, including most research programs, support for NCI centers, and tobacco funding.
- ACS CAN's unresolved budget priority is funding for the Mary Brogan Breast & Cervical Cancer Early Detection Program.
 - Senate budget: \$6 million total (\$1.83 million recurring; \$4.17 million non-recurring)
 - House budget: \$1.83 million recurring

2026 Legislative Session Looking Ahead



- Budget fight and special session(s) ahead!
 - Legislature must pass a budget before July
 - Possibility that special sessions are called for other priority issues
- New House and Senate Leadership taking over next Session
- New Governor/Turnover in State Agency Leadership
- State budget outlook less healthy in the next few years, deficit projected

Questions?



Break



Medicaid and the Fight Against Cancer

Why We Advocate for Health Insurance



Health insurance is crucial for:

- People diagnosed with cancer
- Cancer survivors
- People who need cancer screenings

Newest study:
Medicaid expansion
reduced mortality
during COVID-19.

Health insurance →

- Increased cancer screenings and preventive services
- Earlier diagnosis
- Timelier care
- Increased survival rates

These outcomes
are specifically
linked to
expanding
Medicaid.

What is Medicaid?

Medicaid is health insurance for:

- Children
- Pregnant women
- Seniors in nursing homes
- People with disabilities
- Adults who don't make enough money to afford health insurance on their own and aren't offered coverage through their job

Medicaid covers regular check-ups, screenings and tests, treatments, surgeries, mental health services, prescriptions, emergency care, and nursing home services.





Threats to Medicaid

Impact of Federal Cuts in HR1



Federal Funding Loss (trickles to states)

- At least 700 billion dollars lost for Medicaid over 10 years

No enhanced health care tax credits

- 4.8 million people could lose coverage nationally

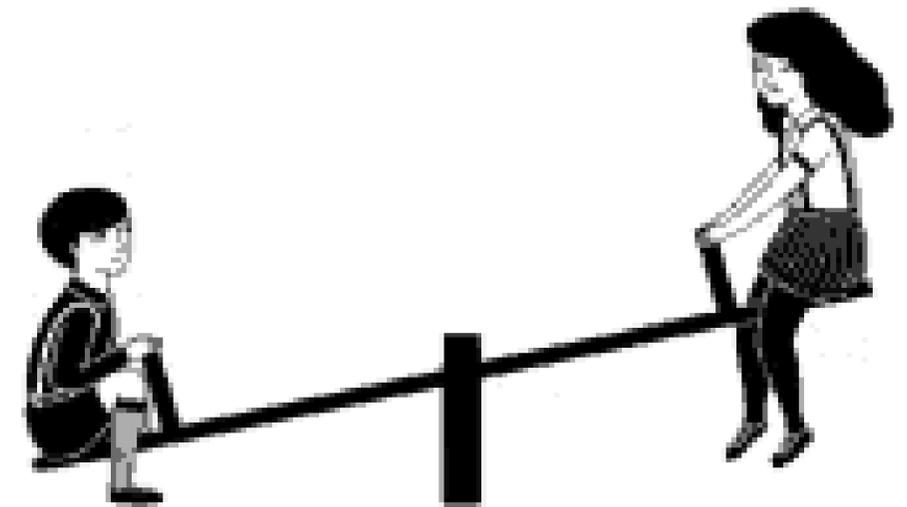
Threats to Medicaid: Funding Cuts

Medicaid is funded by the federal gove

How will it harm people with cancer?

States will have to:

- Find more money to fund Medicaid
- Cut benefits – likely optional ones, like prescription drugs, adult dental/vision
- Cut people – eligibility, administrative barriers





What's Next for Florida

2026 Medicaid Priorities



Medicaid Expansion

We will advocate for full Medicaid expansion for Floridians at 138% of the federal poverty level.

Medicaid Defense

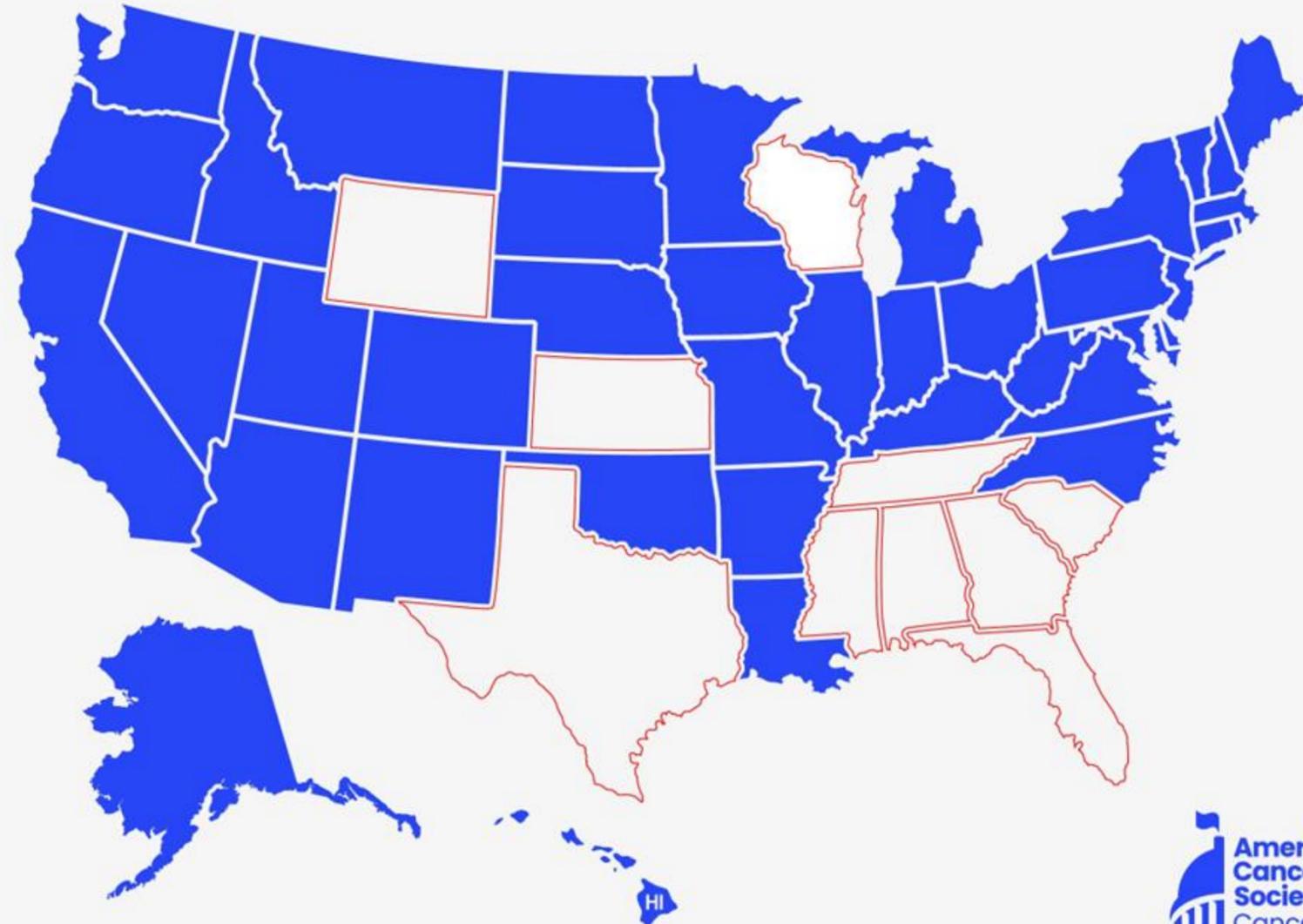
ACS CAN will work to ensure Medicaid enrollees have adequate access and coverage and will oppose proposals that create barriers or reduce access to care for cancer patients, survivors, and those who could be diagnosed with cancer.

More than 1.4M Floridians could gain access to health coverage through Medicaid expansion.



Florida's Pathway to Medicaid Expansion

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



South Dakota – Ballot Measure



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

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



Policies to Watch (mostly legislative)



- Work requirements for eligibility
- Medicaid budget cuts at state level
- Elimination of optional benefits: adult dental/vision, prescriptions
- Reduction in Medicaid provider reimbursement rates
- Cuts to immigrant Medicaid eligibility



Policies to Watch (mostly administrative)

- Details of re-determination of eligibility
- Red tape for enrollees to get and/or maintain coverage
- Reduction in retroactive coverage for pregnant women and children under 21.

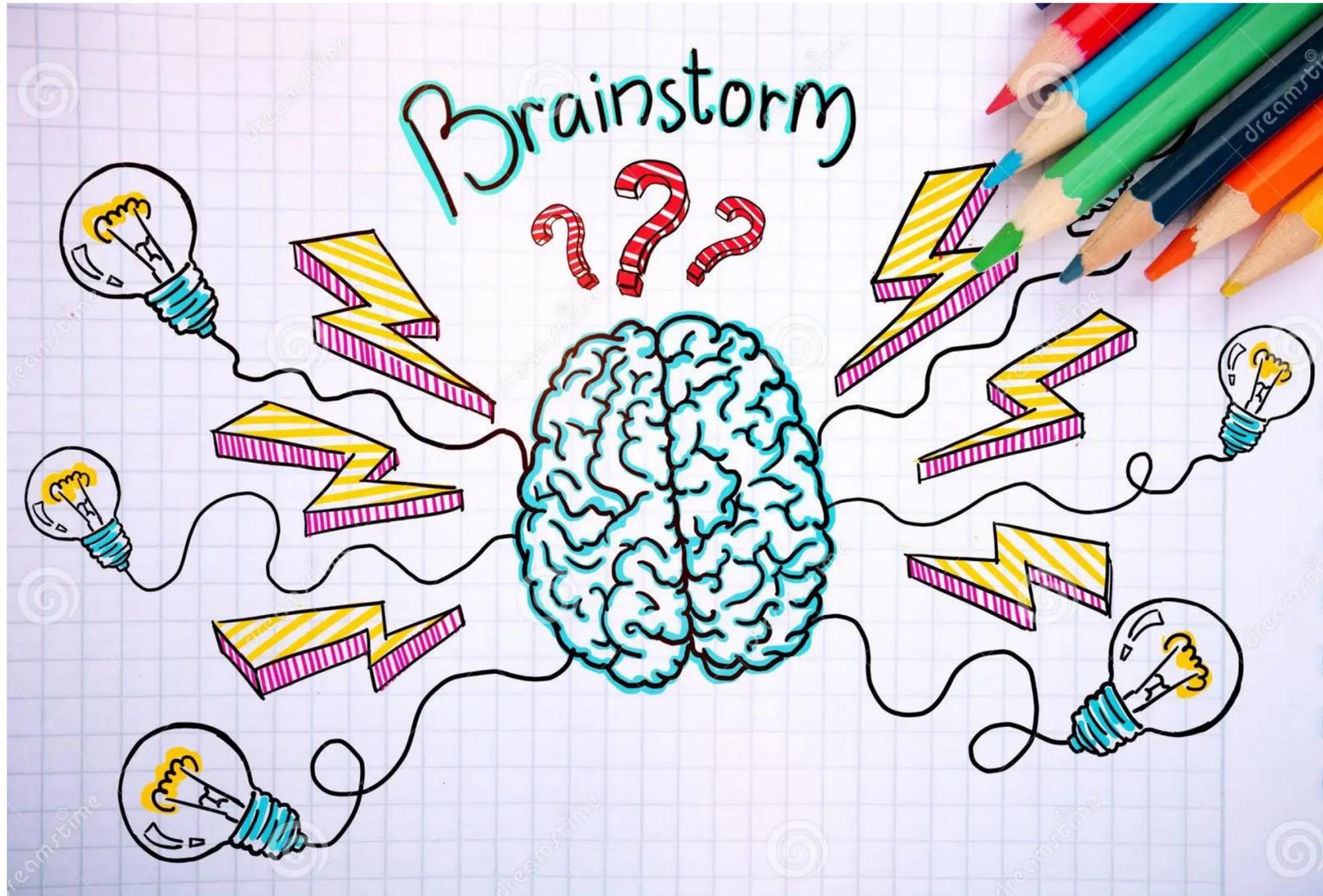


Key Takeaways



- Medicaid is a lifeline for cancer patients.
- We are fighting to expand and protect Medicaid in Florida following the largest funding cut in history (HR1).
- ALL states will need to comply with federal changes to Medicaid.
- It's time to be loud and prepare to double down on expanding Medicaid and on accountability for further cuts and impacts to benefits.

Questions & Volunteer Needs



MEDICAID EXPANSION
Campaign SLIDES



LUNCH

What is Media Advocacy?



Valentina Palomino

Sr. Bilingual Regional Media Advocacy Manager

WELCOME!

Ice breaker...



Where do you get your news?

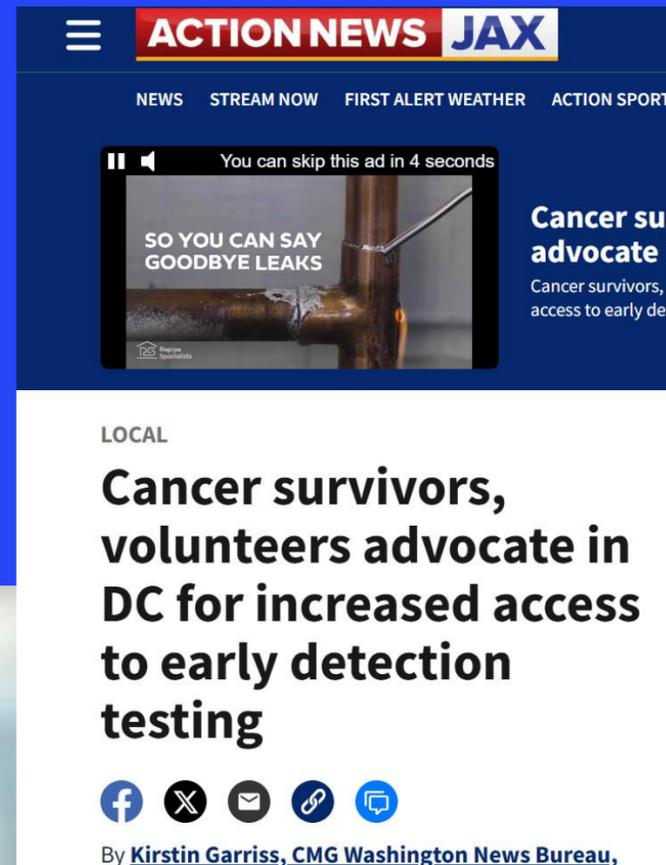
What is media advocacy?



“Media advocacy is the strategic use of mass media to support community organizing and advance healthy public policies. It is a tactic for community groups and others to communicate their own story in their own words to promote social change.”

“Media Advocacy: A strategy for Advancing Policy and Promoting Health,” Health Education Quarterly (1996)

What does media advocacy look like in action?



Senators must protect affordable health care

I lost my father to a rare and aggressive cancer in 2023. Since then, I've dedicated myself to cancer advocacy and I've seen how critical affordable health care is for patients. Access to comprehensive, affordable health insurance can mean the difference between life and death. My father had a fighting chance because of his coverage.

Florida has more people enrolled in Marketplace insurance than any other state: 4.7 million. Nearly 2 million Floridians work in hospitality and tourism, one of our state's largest economic drivers. For over a decade, I was one of them, creating magic for visitors.

Many in this industry lack access to employer-sponsored coverage, due to part-time and seasonal roles. Health insurance through the Marketplace bridges the gap during layoffs, life changes, and the economic uncertainty so many of us face. But many rely on tax credits to make premiums affordable. If the enhanced tax credits expire at the end of the year, countless Floridians, some in active cancer treatment, will fall into the coverage gap.

I personally know what this means for cancer patients and for the survivors I advocate for, some who have become close friends through my work. We cannot let this happen. It is no longer hypothetical. Floridians are seeing their Marketplace premiums skyrocket, and they are losing their only affordable option for health insurance. I'm urging Senator Moody to work with her fellow members of Congress to extend these tax credits before it's too late.

Dani Hornstein *Orlando*

Dani Hornstein is a volunteer with the American Cancer Society Cancer Action Network.



Who you may hear from:

In addition to the Regional Media Advocacy team, internal and external communications also come from:

ACS CAN National Media Advocacy team

American Cancer Society (ACS) Marketing & Communications (MarCom) team

Consider us your liaison to both!



Tools of the Trade, aka "Media Tactics"



- Media Interviews (Broadcast or print) (Feature Stories)
- Letters to the Editor or "LTEs" (no more than 250 words)
- Opinion Pieces or "op-eds" (500-700 words)
- Press Releases/Statements
- Press Conferences (pulling out the big guns)



More on TACTICS Letters to the Editor (LTEs)



CantonRep.com
CONNECTING STARK COUNTY

Opinion

Letter to the editor: Ohio lawmakers should set 21 as minimum age for purchasing...

Posted May 9, 2019 at 7:29 PM

I am both surprised and thankful to hear that so many Ohioans live in communities that have raised the minimum age of tobacco sales to 21. But I have to wonder: Why hasn't the entire state followed their lead?

We all know tobacco products lead to a lifetime of deadly addiction and that the tobacco industry targets young people. But if we can keep kids from picking up tobacco before they turn 21, they would be less likely to begin the addiction. In fact, the National Institutes of Medicine estimates that raising

We couldn't do it without you!

- Feature Stories
- CAD and LSLD
- Lights of Hope
- At home interviews, in-studio, at Hope Lodge, at ACS events



'It's hard and it's heartbreaking': Kansas decides against expanding Medicaid

Advocates react to Kansas Senate stopping proposal to expand Medicaid



"It's hard and it's heartbreaking": Kansas decides against expanding Medicaid



By: Charlie Keegan

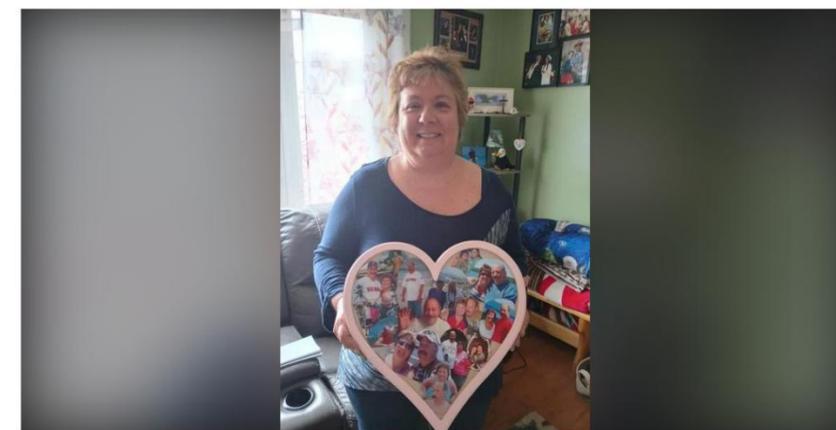
Posted at 9:16 PM, Apr 26, 2024

KANSAS CITY, Mo. — Kansas senators decided Friday morning not to discuss and formally vote on a [proposal to expand Medicaid](#).



Husband's cancer battle inspires resident to advocate

By LUZJENNIFER MARTINEZ Valley Breeze Deputy Editor luzjennifer@valleybreeze.com May 16, 2024



Margaret Adam from Cumberland holds a heart collage of photos with her and late husband Peter Adam, who passed away from acute myeloid leukemia in 2020.

Breeze photo by Luzjennifer Martinez



CUMBERLAND - While still grieving the unexpected death of her husband Peter from acute myeloid leukemia seven months after he was diagnosed four years ago, town resident Margaret Adam made it her mission to support those

LETTERS TO THE EDITOR

Multi-cancer early detection bill deserves congressional consideration

Recently, the American Cancer Society Cancer Action Network presented more than 60,000 petition signatures to Congressional leaders, supporting passage of the Nancy Gardner Sewell Medicare Multi-Cancer Early Detection Screening Coverage Act, or MCED. This critical legislation creates a pathway for Medicare to cover multi-cancer early detection tests once they are FDA-approved and have shown clinical benefit. It is imperative that Congress enact this widely-supported legislation.

Currently, Medicare covers screening for only five types of cancer. But multi-cancer early detection tests would screen for multiple cancers in one blood test. These tests promise to usher in a new era in cancer detection and treatment. Undoubtedly, widespread access to early cancer detection will save lives by treating cancer at an earlier stage, and reduce the burdens of cancer on those diagnosed with cancer and their families.

The MCED is one of the most popular bills in Congress, enjoying bipartisan support of 261 House representatives and 61 Senators. I urge Rep. Frank Pallone to press for immediate consideration and mark-up of the bill by the appropriate Congressional committee. With Congressional support, we can further our mission to end cancer as we know it for everyone.

Barbara Shweky, Long Branch



Photo from Megan Scherer/LinkedIn

May 19, 2024, 09:12

Megan Scherer advocated at her first American Cancer Society Cancer Action Network Day at the Ohio Statehouse

Upcoming media opportunities in Florida



*Mary Brogan Breast and Cervical Cancer Early Detection Program

*Medicaid Expansion (Events, personal story)

Spanish media



*Amplifying education for Spanish-speaking constituents

*Promote action taking to a broader community

I'm here for you!



*Talking Points

*Media Training

*Draft LTEs, Op-eds etc.

Let's Connect!



SCAN ME





Federal Priorities: Opportunities for Advocacy and Impact

2026 Florida ACS CAN Volunteer Summit

Back to Basics: What Does a Legislators

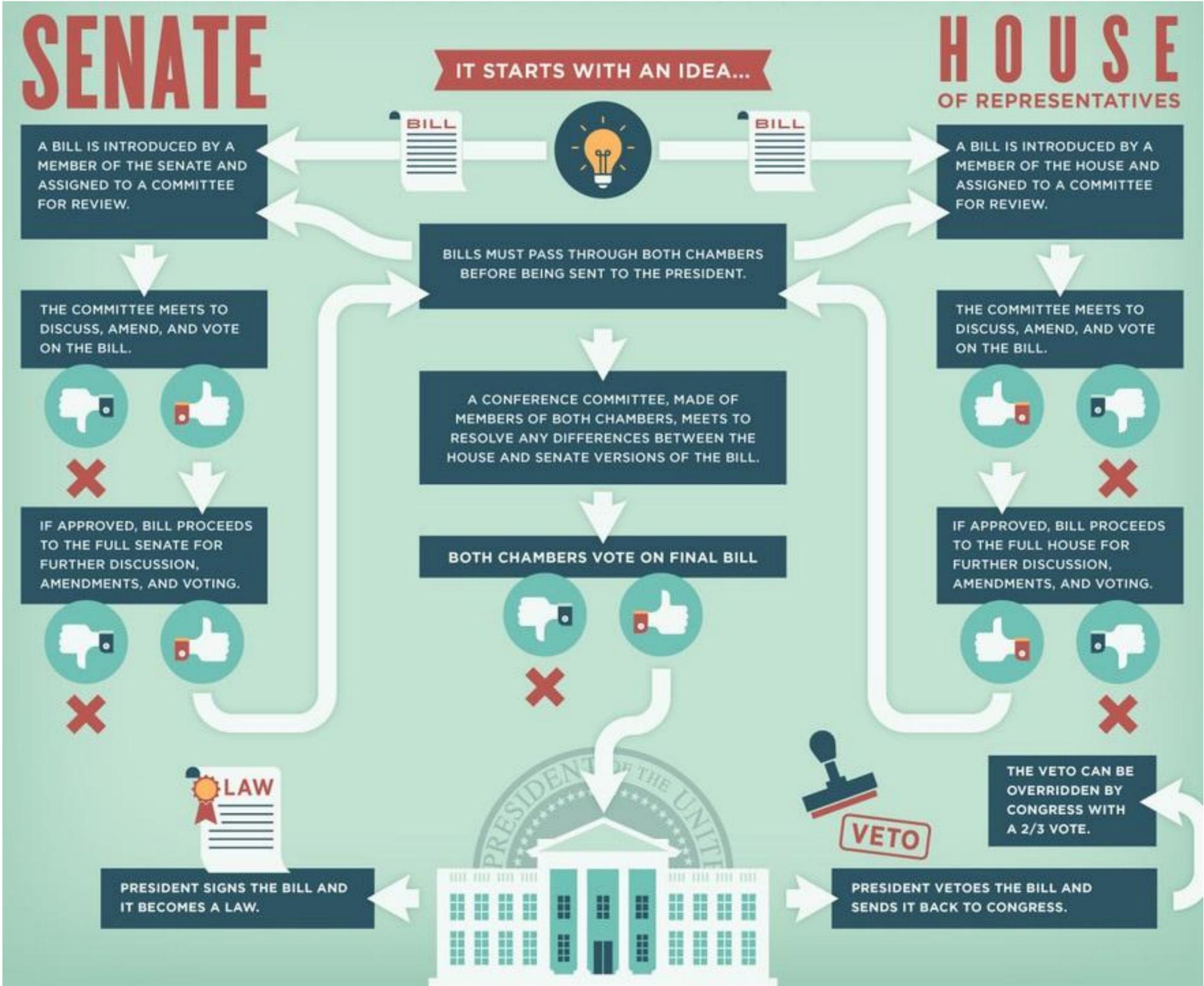
Do?

- Vote on Legislation
- Take a position on the proposed bills
- Serve on committees
- Meet with constituents to hear concerns and learn about opportunities
- Represent their communities interests

Back to Basics: How does an idea become law



Back to Basics: The Legislative Process



Federal Priorities: Priority National Campaigns

Investing in Cancer Research and Prevention

Advancing Clinical Trial Access

Promoting Screening For Breast and Cervical Cancer

Federal Priorities: Investing in Cancer Research & Prevention

Fiscal Year 27 Asks:

- National Institutes of Health (NIH): \$51.3 billion
- National Cancer Institute (NCI): \$7.99 billion
- Advanced Research Project Agency for Health (ARPA-H): \$1.5 billion
- Cancer screening and prevention programs at the Centers for Disease Control and Prevention (CDC): \$482.9 million

Federal Priorities: Advancing Clinical Trial Access

The Clinical Trial Modernization Act (CTMA, H.R.3521)

- This bill will allow clinical trial sponsors to provide financial support to patients for costs associated with their trial participation, including medical expenses like copays, and non-medical expenses such as travel, parking, food and lodging.
- It would also allow trial sponsors to provide patients with the technology needed to facilitate remote participation in clinical trials.

Federal Priorities: Promoting Screening For Breast and Cervical Cancer

SCREENS for Cancer Act (H.R.2381/S.1866):

- Reauthorizes the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) for fiscal years 2026 through 2030
- NBCCEDP provides critical breast and cervical cancer screening, diagnostic tests and treatment to underserved, limited income, underinsured and uninsured communities nationwide (Mary Brogan)

Federal Priorities: Targeted Legislative Campaigns

Protect Access to Affordable, Comprehensive Health Coverage

Defending Tobacco Control

Combatting Childhood Cancer

Improving Rural Access

Ending Drug Shortages

Improving Palliative Care

Reducing Cancer Disparities

Removing Treatment Barriers



Questions?



Mapping Power

Mapping Power: Power Analysis

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

Mapping Power: Power Analysis

The Strategic Meeting is a rare opportunity to:

- Demonstrate influence (power)
- Convey the connection to the district

Mapping Power: Power Analysis

Frame The Meeting:

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

Mapping Power: Power Analysis

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



Power Mapping Activity



Questions?



Young Leaders and Mentor Programs

2026 Florida ACS CAN Volunteer Summit



Our Membership

Florida by the Numbers

Over 75% of volunteer leadership positions occupied

The number of active LAs are estimated to be much lower

New Legislative Ambassadors since Jan. 1, 2025

Of the 75 new LAs, 56 are young volunteers

**22 of 28 ACT!
Lead
Positions
Filled**

**159 Legislative
Ambassadors**

**75 new volunteers
in the last year**

**~75% of new
volunteers under
the age of 35**



Opportunities to Grow

Growth Opportunities



Recruitment

We have been fortunate to reach new members organically and at local community events.

Retention

While we have 159 Legislative Ambassadors listed in Salesforce, majority are not active volunteers.

Engagement

Current touch points for volunteers include our monthly meetings, bi-weekly updates, and other activities as determined by federal/state/local policy needs.

Young Leaders Program



 American Cancer Society Cancer Action Network/Oklahoma - ACS CAN
June 21 at 2:51 PM · 🌐

Why is Shagah voting "Yes on 802?"
Medicaid expansion will provide Oklahomans diagnosed with cancer access to life-changing and lifesaving treatment and survivorship care.
Make a pledge to Vote Yes on 802 and make a plan to vote before or on June 30, like Shagah. ... See More



YOUTUBE.COM
Oklahoma ACS CAN Volunteer/Shagah Zakerion "Yes on 802"
ACS CAN Volunteer/Shagah Zakerion explains what ACS CAN is doing in...



#FLCANSummit

Mentorship



National Mentorship Program

You can sign up to be a mentor to new ACT! Leads or Legislative Ambassadors, or receive mentorship through our national program. This will grant volunteer expertise outside of our state.

Proposed State Program

A Florida-specific program, where we will have a team of volunteers on-hand, ready to serve as a “welcome buddy” to new volunteers.



Discussion

At your table, please discuss the following:

- 1 What are some possible barriers for new volunteers joining ACS CAN, and how might we mitigate them?**
- 2 What are ways we can grow a diverse volunteer base?**
- 3 How would you want to be welcomed as a new ACS CAN volunteer?**



Q&A



Break



Fundraising for ACS CAN

2026 ACS CAN Florida Volunteer Summit

Goals for Today

1

Learn why it's important to fundraise for ACS CAN

2

Hear about our online fundraising tool - DonorDrive

3

How to make a fundraising ask

4

Lights of Hope

5

Brainstorm



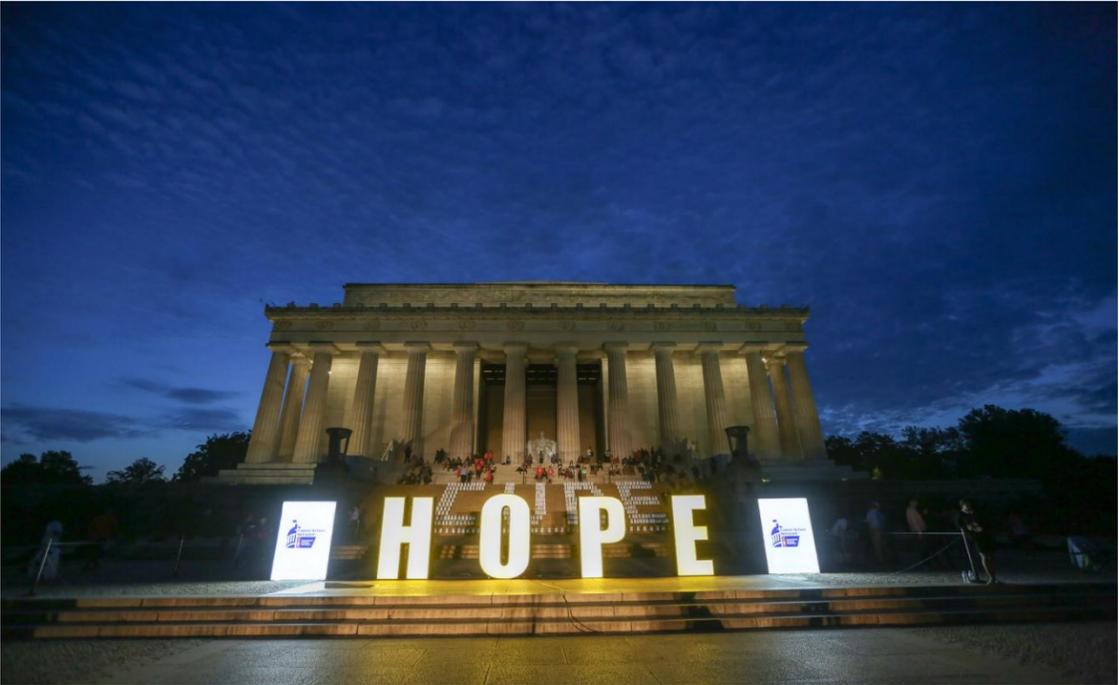
Let's talk Lights of Hope



What is Lights of Hope?



LightsOfHope
ACROSS AMERICA
BRINGING HOPE HOME



Lights of Hope Dates and Details

- Displays across the country in August and September of 2026
- Hope Walk in DC- September 15, 2026

Deadlines:

- Photo Submission Deadline for Video Inclusion: **August 31, 2026**
- Fundraising Incentive Deadline:
September 8, 2026
- DonorDrive Closing Deadline:
October 16, 2026
- Official Lights of Hope Photo Album
Deadline: **October 16, 2026**

Deadline: **October 16, 2026**





2026 Goal
\$60,000





Goals

2026 Event Goals

- Collectively raise \$60,000
- Strengthen sponsorships fundraising
- Elevate personal stories
- Reduce environmental impact



Sponsorship Opportunities State Premier Sponsor | \$10,000

- Employee engagement through companywide Lights of Hope activation:
 - Lights of Hope bags for employees to decorate honoring those touched by cancer
 - Opportunity to launch an internal challenge where all employees receive special recognition for helping to sell Lights of Hope bags
 - Host a Lights of Hope ceremony at company headquarters or location
 - Customized lawn signs to be printed and displayed at your event
 - Access to toolkit for planning employee engagement activities
- Premier State Sponsor logo recognition on the STATE sign at the DC display
- Recognition on ACS CAN STATE social media pages
- Name recognition in local press release, if applicable
- Recognition included in video compilation shown at DC Lights of Hope display
- Company logo featured on sponsor section of the event website
- Recognized as a Corporate Friend in ACS CAN's Corporate Membership Program.
 - Issue briefings with ACS CAN Senior Leadership
 - Complimentary invitation to annual National Forum on the Future of Health Care in Washington, DC
 - Receive ACS CAN's monthly outreach e-newsletter
 - Recognition in ACS CAN's annual Advocacy Accomplishments report, fundraising impact report and on the ACS CAN website

Champion Sponsor | \$5,000

- Lights of Hope bags for employees to decorate honoring those touched by cancer
- Logo featured on three lawn signs or to be displayed in your community or Lights of Hope supporter window clings to display at your business.
- Recognition on ACS CAN STATE social media pages
- Company name featured on sponsor section of the event website
- Name recognition at DC Lights of Hope display
- Name recognition in local press release, if applicable
- Name recognition in ACS CAN's annual fundraising impact report
- Recognized as a Corporate Sponsor in ACS CAN's Corporate Membership Program.
 - Issue briefings with ACS CAN Senior Leadership
 - Receive ACS CAN's monthly outreach e-newsletter
 - Recognition in ACS CAN's annual Advocacy Accomplishments report and on the ACS CAN website.

Sponsorship Opportunities Cont.

Diamond Sponsor | \$2,500

- Lights of Hope bags for employees to decorate honoring those touched by cancer
- Logo featured on three lawn signs or to be displayed in your community or Lights of Hope supporter window clings to display at your business
- Recognition on ACS CAN STATE social media pages
- Recognition in ACS CAN's annual Advocacy Accomplishments Report
- Name recognition in local press release, if applicable
- Name recognition in ACS CAN's annual fundraising impact report

Platinum Sponsor | \$1,000

- Lights of Hope bags for employees to decorate honoring those touched by cancer
- Logo featured on two lawn signs to be displayed in your community or Lights of Hope supporter window clings to display at your business.
- Logo Recognition on ACS CAN STATE social media pages
- Recognition in ACS CAN's annual Advocacy Accomplishments Report
- Name recognition in ACS CAN's annual fundraising impact report

Gold Sponsor | \$500

- Lights of Hope bags for employees to decorate honoring those touched by cancer
- Logo featured on lawn sign to be displayed in your community or Lights of Hope supporter window cling to display at your business.
- Recognition on ACS CAN STATE social media pages
- Recognition in ACS CAN's annual Advocacy Accomplishments Report
- Name recognition in ACS CAN's annual fundraising impact report

Silver Sponsor | \$350

- Lights of Hope bags for employees to decorate honoring those touched by cancer
- Name featured on lawn sign to be displayed in your community or Lights of Hope supporter window cling to display at your business.
- Recognition on ACS CAN STATE social media pages
- Recognition in ACS CAN's annual Advocacy Accomplishments Report
- Name recognition in ACS CAN's annual fundraising impact report

Bronze Sponsor | \$200

- Lights of Hope bags for employees to decorate honoring those touched by cancer
- Recognition on ACS CAN STATE social media
- Name recognition in ACS CAN's annual fundraising impact report

Family Sponsor | Starting at \$350

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

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

SEPTEMBER 2026
PARTNERSHIP OPPORTUNITIES

2026 LOH Sponsorships

www.fightcancer.org/lohsponsorships

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



February 19, 2026

February Volunteer Fundraising Spotlight

Lights of Hope on the Capitol steps in Madison

On October 15th, dozens of cancer advocates gathered on the steps of the Wisconsin state capitol at the end of a powerful day of advocacy. 400 Lights of Hope were displayed, representing survivors, thrivers, caregivers, and those we've lost. ACS CAN volunteer leaders addressed the crowd and shared why they advocate and turn hope into action.

[Read More →](#)

Raised Amount	Number of Bags
\$200	20
\$500	25
\$1,000	30
\$2,500	35
\$5,000	40
\$10,000	45



Lights of Hope At Home Guide

Thank you for participating in Lights of Hope! This Lights of Hope At-Home Guide contains everything you need to know to successfully participate in Lights of Hope Across America. We'll cover hosting an at-home display, how to display the bags, taking/sharing your photos and much more. You'll also see underlined words that you can click on to be directed to specific additional resources.

The Lights of Hope resource page is found at www.fightcancer.org/LOHResources. Here you can find the sponsorship packet, meeting recordings, photos from past years, event flyers, social media graphics, and all the important dates and deadlines.

Lights of Hope fundraising typically begins in February and runs through October. At-home displays can be hosted at any time, but are often held in August or September. The large display in Washington DC, that occurs in conjunction with Leadership Summit & Lobby Day (LS&LD), will take place on the Tuesday of LS&LD on the National Mall in Washington, DC.



A Light of Hope is more than just a bag. It's a reminder of a memory of a loved one. It's hope and joy of survivorship or getting through a round of treatment. Lights of Hope is raising critical funds for ACS CAN so that we can tell lawmakers that the fight against cancer should be a top priority.

What's New?

- Top 10 sunsetting
- Volunteer Spotlight
- At Home Guide
- Number of Bags



Volunteer Fundraising Incentives

Thank you to all who fundraise and collect donations for ACS CAN! The following recognition opportunities are available to thank our fundraisers. Some of these are only available to attendees of the 2026 Leadership Summit and Lobby Day (LS&LD) event, as noted with a *:

Hope Level — Raise over \$200

- Hope Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance

Cure Level — Raise over \$500

- Cure Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Name recognition on the October and November volunteer calls
- A \$25 coupon code to purchase swag from the ACS CAN store

Grand Champion of Hope — Raise over \$1,000

- Grand Champion of Hope Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2026 Grand Champion Lapel Pin
- A \$50 coupon code to purchase swag from the ACS CAN store
- Name recognition on the October and November volunteer calls
- Name recognition on the screen at LS&LD*

Hope Hero — Raise over \$2,500

- Hope Hero Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2026 Grand Champion Lapel Pin
- A \$75 coupon code to purchase swag from the ACS CAN store
- Name recognition on the October and November volunteer calls
- Name recognition on the screen at LS&LD*

Top Advocate — Raise over \$5,000

- Top Advocate Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2026 Grand Champion Lapel Pin
- A \$100 coupon code to purchase swag from the ACS CAN store
- Name recognition on the October and November volunteer calls
- Name recognition on the screen at LS&LD*

2026 LOH Incentives

Remarkable Advocate - Raise over \$10,000

- Remarkable Advocate Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2026 Grand Champion Lapel Pin
- A \$120 coupon code to purchase swag from the ACS CAN store
- Name recognition on the October and November volunteer calls
- Name recognition on the screen at LS&LD*
- Induction into the ACS CAN Volunteer Fundraising Hall of Fame
- Thank you letter from President, Lisa Lacasse

ACS CAN Volunteer Fundraising Hall of Fame

- Raise over \$10,000 to become a member. Anyone who was in the top 10 in the past will automatically become a member of the Hall of Fame.
- Members will receive an exclusive Hall of Fame ACS CAN Jacket.
- Recognition on stage at LS&LD
- Personalized award recognizing induction into Hall of Fame
- Name displayed in the DC National office
- Invitation to corporate membership briefings



Why Should I Fundraise?

Why Fundraise for ACS CAN?

To Make the Fight Against Cancer a Top Priority

- Work for access to care for all Americans
- Fully fund and increase our nation's research budget
- Prevent death from cancer

Support Issue Campaigns

- Persuade lawmakers to support laws and policies proven to help people fight cancer

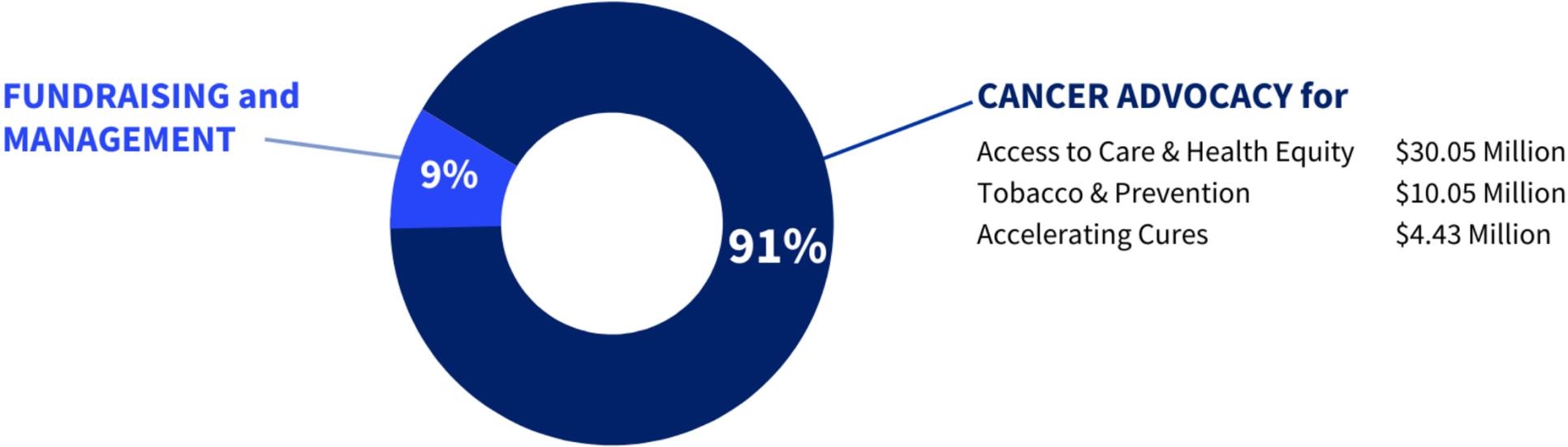
Train our network of grassroots volunteers

- To guide our volunteers to become effective advocates to advance our mission



Where Does the Money Go?

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



In just the past year, ACS CAN has:



Protected and secured **\$4.8 billion** in state appropriations through advocacy to help fund cancer research and programs that reduce the tobacco burden and increase access to screenings.



Held the tobacco industry responsible for decades of public deceit through a requirement for companies to post truthful statements about their deadly products at nearly **220,000 retail outlets nationwide.**



Expanded insurance coverage of comprehensive biomarker testing in **Arkansas, California, Georgia, Kentucky, Maryland, Minnesota, New Mexico, Oklahoma, Texas and New York.**

ACS CAN IMPACT

COMPREHENSIVE SMOKE-FREE LAWS



- ACS CAN has played a significant role in statewide smoke-free campaigns, partnering with state and local coalitions to urge our lawmakers to pass comprehensive smoke-free laws.
- Currently, 1,194 localities and 28 states, along with the District of Columbia, Puerto Rico, and the U.S. Virgin Islands have laws in effect that require all non-hospitality workplaces, restaurants, and bars to be 100% smoke-free.
- 66.8% of the U.S. population is protected from secondhand smoke exposure by local or statewide smoke-free laws.

ACCESS TO CARE



- ACS CAN advocates for policies that increase access to high-quality, affordable health insurance coverage so all patients can access the preventive services, care and treatment they need.
- Led successful strategic campaign to improve access to affordable and quality healthcare including passage of legislation to make North Carolina the 40th state to increase eligibility for Medicaid health insurance coverage for over 600,000 people.
- Michigan enacted legislation that will ensure patient out-of-pocket costs for oral and intravenous chemotherapy are similar, making it the 43rd state that has passed this legislation.

FUNDING FOR MISSION-CRITICAL PROGRAMS

- ACS CAN works nationwide to protect and increase funding for cancer research, prevention and early detection programs.
- ACS CAN helped secure and protect more than \$4.8 billion in appropriations at the state level to help fund cancer research and programs that reduce the tobacco burden and increase access to screenings.



PATIENT NAVIGATION



- Successfully advocated for greater access to patient navigation by providing first-time reimbursement for the service in Medicare. The payment provision will improve quality and sustain accessibility of care for patients with chronic illnesses including cancer.

EXPANDED COVERAGE TO BIOMARKER TESTING



- ACS CAN advocacy led to expanded insurance coverage of comprehensive biomarker testing in Arkansas, California, Georgia, Kentucky, Maryland, Minnesota, New Mexico, Oklahoma, Texas and New York.

FUNDING THE CANCER FIGHT

BRINGING PATIENT VOICES TO STATE CAPITOLS AND THE NATION'S CAPITOL

\$1.75 MILLION



SUPPORTING ADVOCACY CAMPAIGNS THROUGH ADVERTISING AND POLICY REPORTS

\$1 MILLION+



ADVANCING OUR CANCER ADVOCACY AGENDA AT THE FEDERAL, STATE AND LOCAL LEVELS

\$1 MILLION



TRAINING OUR STAFF AND VOLUNTEER LEADERS

\$750,000





Your **\$10 donation** helps fund ACS CAN's efforts to encourage more people to fight back against cancer. ACS CAN is building the largest grassroots movement of cancer advocates and we need your donations to continue this lifesaving movement.



Your **\$50 donation** can help educate ACS CAN members about who their elected officials are and can send them action alerts so they can let their elected officials know the importance of supporting cancer-related legislation.



Your **\$100 donation** can help fund the collection of tens of thousands of signatures on a petition to call on Congress to increase cancer research funding and save more lives from this devastating disease.



Your **\$250 donation** can help ACS CAN host a candidate forum so that the public gets a chance to see where their elected officials and candidates stand on cancer-related issues.



Your **\$1,000 donation** can help ACS CAN send a volunteer to Leadership Summit and Lobby Day to be trained on how to become a better cancer advocate and meet with their federal elected officials to implore them to do more in the fight against cancer.



Fundraising Tips



Make it personal:

People love giving to people they know. Sharing your personal story when you make an ask, like why you're fundraising and your connection to ACS CAN, and even sharing photos or videos, will help your friends and family better connect with our mission.

Your supporters will feel more compelled to give because they understand your unique relationship to ACS CAN and what our organization means to you. So don't forget to personalize your messages to reflect your reason for fundraising and share updates as your progress grows!

Set a goal:

Fundraisers with a specified target are more likely to reach their goal and make a greater impact, so share your goal with your network.

Donate first:

Being the first to donate to your fundraiser will show your network how dedicated you are to making positive change and hitting your goal.

Spread the word:

We suggest to start by creating a list of people you plan to reach out to.

- Start with your closest inner circle of friends – This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
- Cast a wider net – Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation toward your goal!



Using DonorDrive to Fundraise

DonorDrive: www.fightcancer.org/donordrive



Create Your Own Event

Get creative by organizing a party, host a bake sale or celebrate a birthday

FUNDRAISE



Lights of Hope

Recognize a loved one with a Lights of Hope

FUNDRAISE



Honor/Memorial

Recognize someone special or honor a loved one's memory

FUNDRAISE



Relay For Life

Recruit ACS CAN members for your Relay

FUNDRAISE



Endurance and Fitness

Do you like to run, walk or track your steps? Join ACS CAN in saving more lives from cancer by creating fitness fundraisers.

FUNDRAISE



Making Strides Against Breast Cancer

Recruit ACS CAN members for MSABC

FUNDRAISE

Benefits of DonorDrive: Personal Pages

Ability to tell your story and share why you are involved with ACS CAN

Add a personal image



Storm Goodlin

2026 Lights of Hope

DONATE

\$0 Raised

Goal \$1,000

Add milestones to celebrate progress on the way toward your fundraising goal!

Add a Milestone ▶

Add milestones

My Story

Donations

Settings

Share your story

Dear Family and Friends, The American Cancer Society Cancer Action Network (ACS CAN) has given me a powerful tool: the ability to honor and remember our loved ones by participating in the 13th annual Lights of Hope!

Do you know a survivor, someone in treatment, someone who passed away from cancer, or someone who served as a caregiver? Honor them today by dedicating a **Light of Hope** with a minimum \$10 donation and help us send a visible reminder to Congress that they need to make fighting cancer a legislative priority.



Benefits of DonorDrive: Milestones

Create milestones to help you reach your overall goal

Home Who We Are Fundraising Toolkit Contact Us

 **Molly's Bake Sale**
A personal campaign sponsored by Molly Waite

SUPPORT ME

\$11 Raised **Goal \$240** **NEXT MILESTONE** [See All Milestones](#)

\$120:
Baking Sheet Milestone - donate today and help me get halfway to my goal with 6 dozen cookie orders

[My Story](#) [Donations](#) [Settings](#)

I am excited to share with you that I am hosting a bake sale to support an organization that is very important to me – the American Cancer Society Cancer Action Network (ACS CAN).

In the month of May, I am asking for a \$20 donation to ACS CAN in exchange for a dozen cookies. My goal is to bake at least 12 dozen cookies. **Who wants to be the first to order?**

Thank you for your support! Together, we can help saves lives from cancer.

Benefits of DonorDrive: Page Interaction & Sharing

Your donors can interact right on your personal page

My Story

Donations

Settings

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Comments

0 Comments

Sort by Oldest



Add a comment...

Post

Facebook Comments Plugin

f SHARE

TWEET

in SHARE

GET PAGE LINK

Benefits of DonorDrive: Live Streaming

You can live stream right from your personal page

- Cooking class
- Whisky tasting
- Gaming
- Comedy shows

The best part is donations can be collected on your page while you are streaming!

The screenshot displays the DonorDrive interface for a fundraiser named Jessica Smith. At the top, there is a navigation bar with 'HOME', 'LOGIN', and a 'Fundraiser Search' field. Below this, the fundraiser's profile is shown, including a profile picture, the name 'JESSICA SMITH', and a 'SUPPORT ME' button. A progress bar indicates that \$40 USD has been raised out of a \$100 USD goal. Below the progress bar, it states 'NEXT MILESTONE \$50.00 USD: Halfway there!' with a link to 'See all milestones'. A 'SHOW' button is visible below the progress bar. The main content area features a live stream video of three people gaming. The video player has a 'DonorDrive' overlay with a progress bar showing \$40 USD raised and 'Top Donor Jessica Smith \$40 USD'. To the right of the video is a chat window with a 'Welcome to the chat room!' message, a 'Send a message' input field, a 'Chat' button, and a large green 'DONATE' button at the bottom. At the bottom of the page, there is a notification for a 'New Badge I'm so a-live' earned 10 mins ago, and a donation summary for '\$40 USD Jessica Smith' received 2 days ago.

Benefits of DonorDrive: See what others are doing

Top Campaigns



**ONE BILLABLE
HOUR TO HELP END
CANCER**

\$13,407



**ACS Onboarding
Class**

\$1,490



Sweat for a Cause

\$238



**ACS CAN Thirty One
fundraiser**

\$200



Skyler's birthday

\$200



**Honoring Karen
Moffitt**

\$10,750



**Margaret and
Harold Horton
Memorial**

\$3,025



**In Memory of Bill
James/Oklahoma**

\$935



**REMEMBER A LOVED
ONE: Let's not lose
anymore**

\$265



**Paula Garofano
Memorial
Fundraiser**

\$150



**Too Many Family
and Friends**

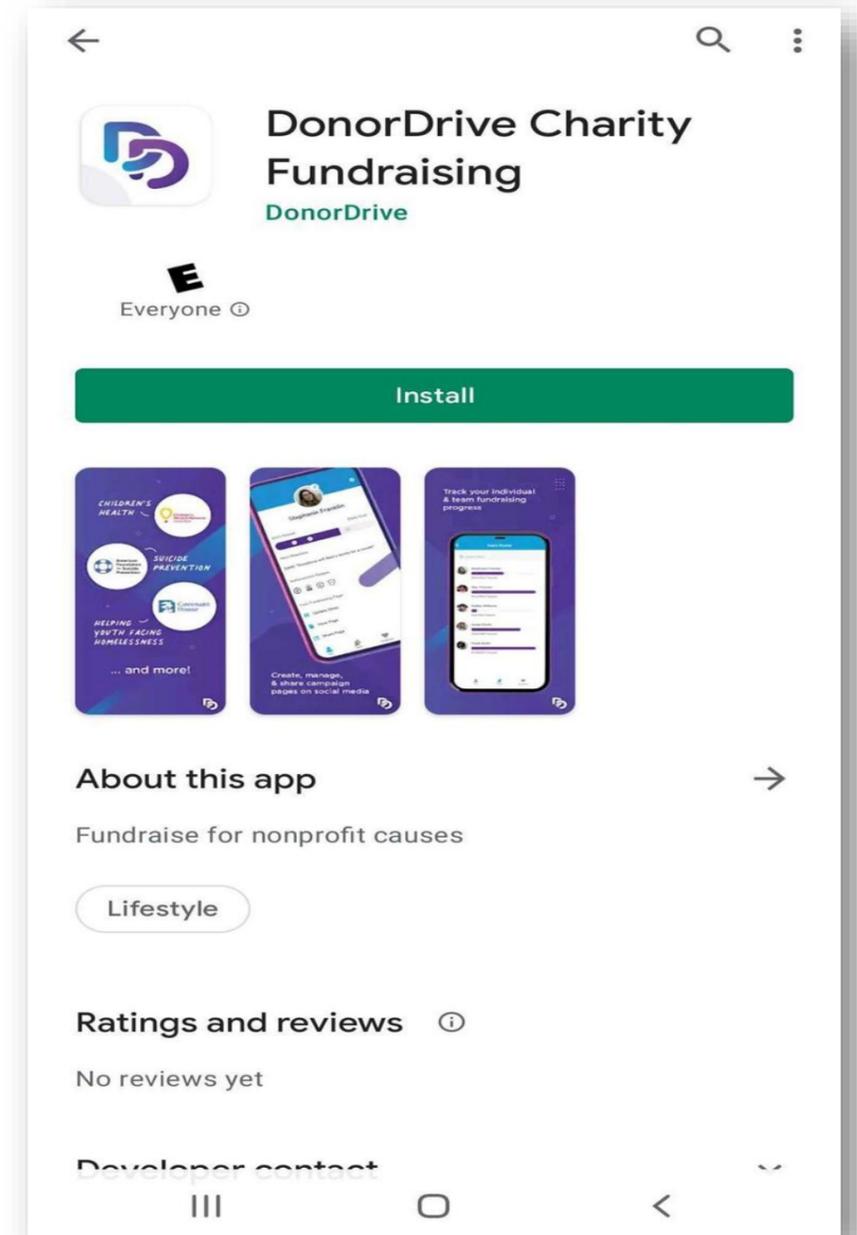
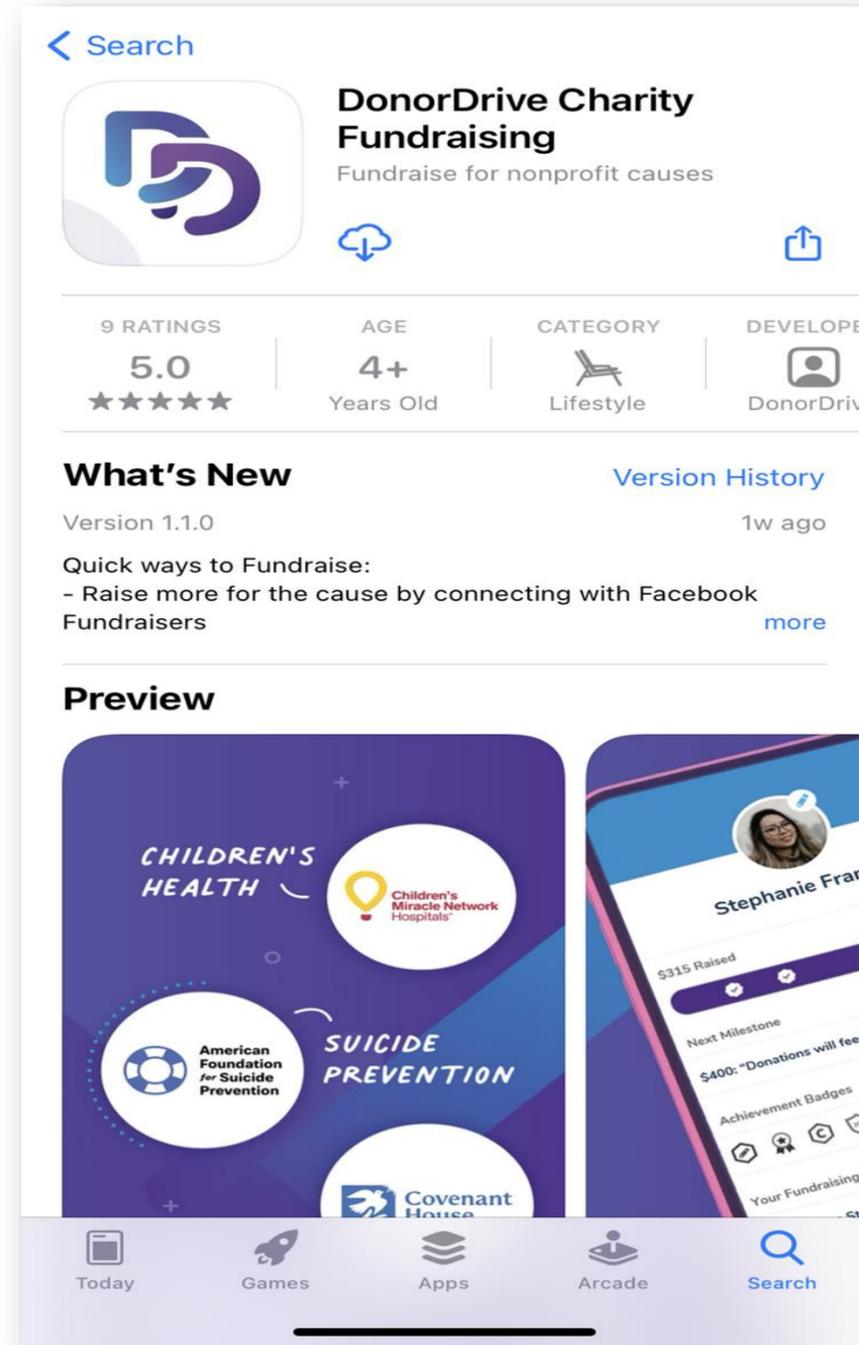
\$25

Benefits of DonorDrive: We have an App!



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

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



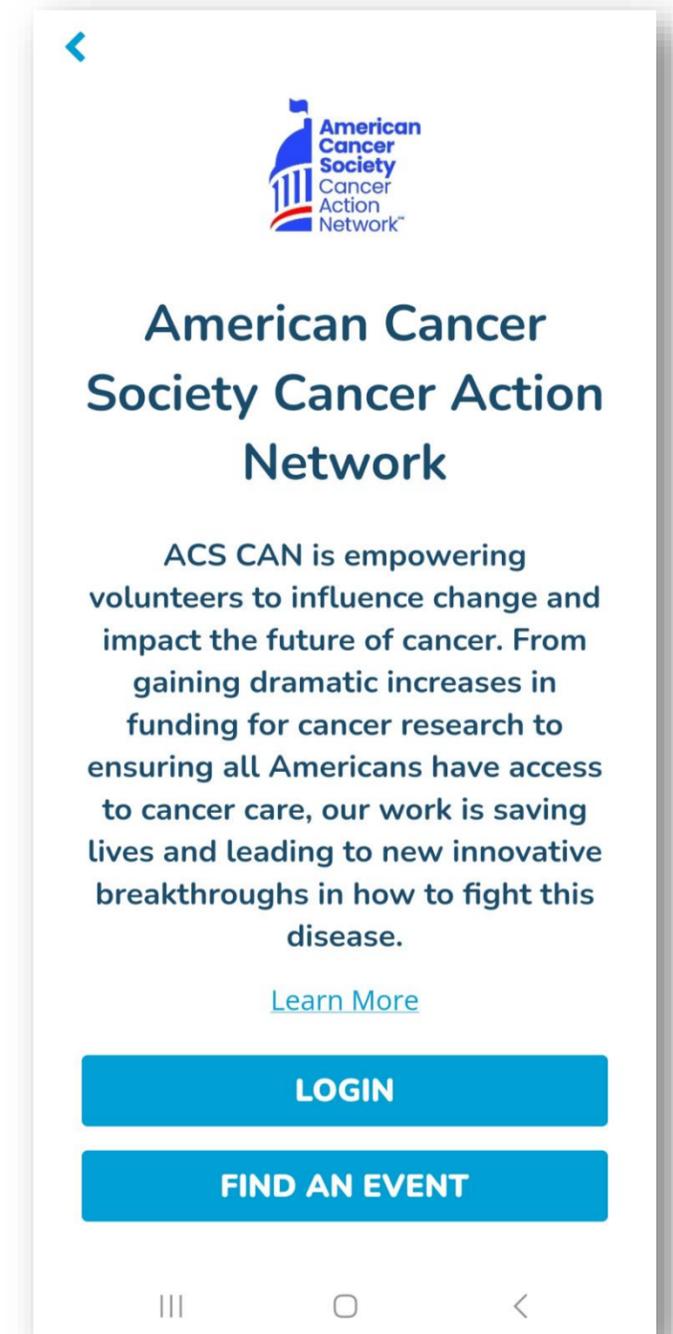
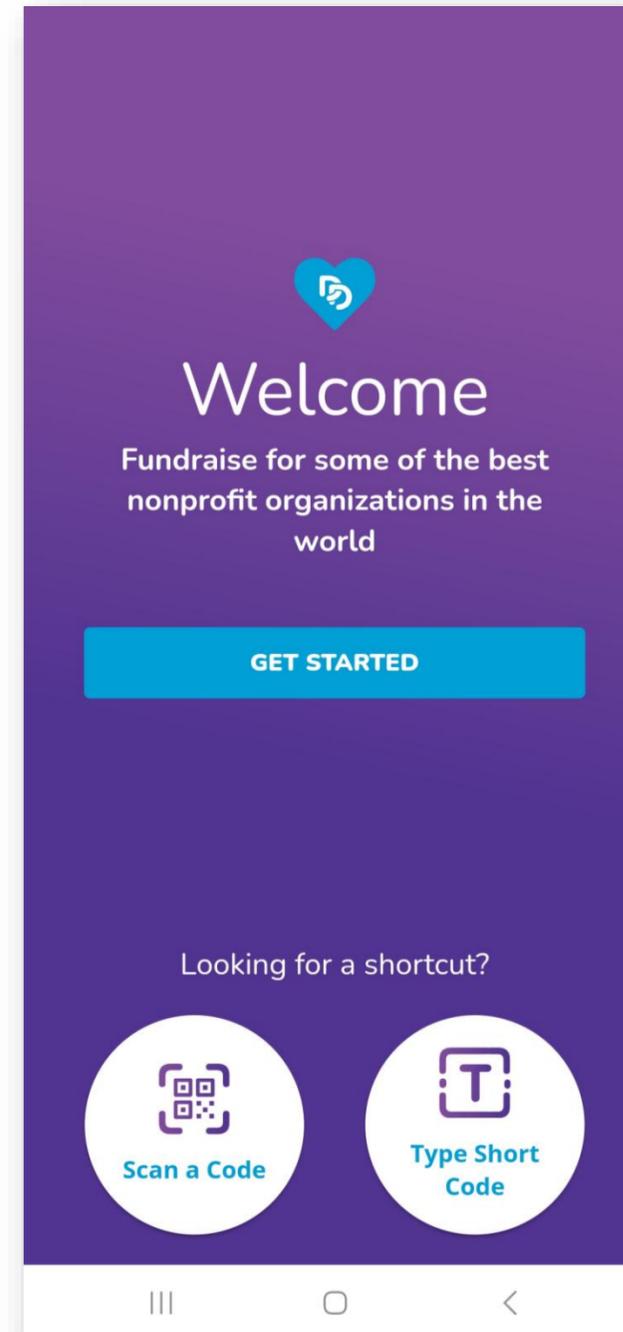


Registering as a new user:

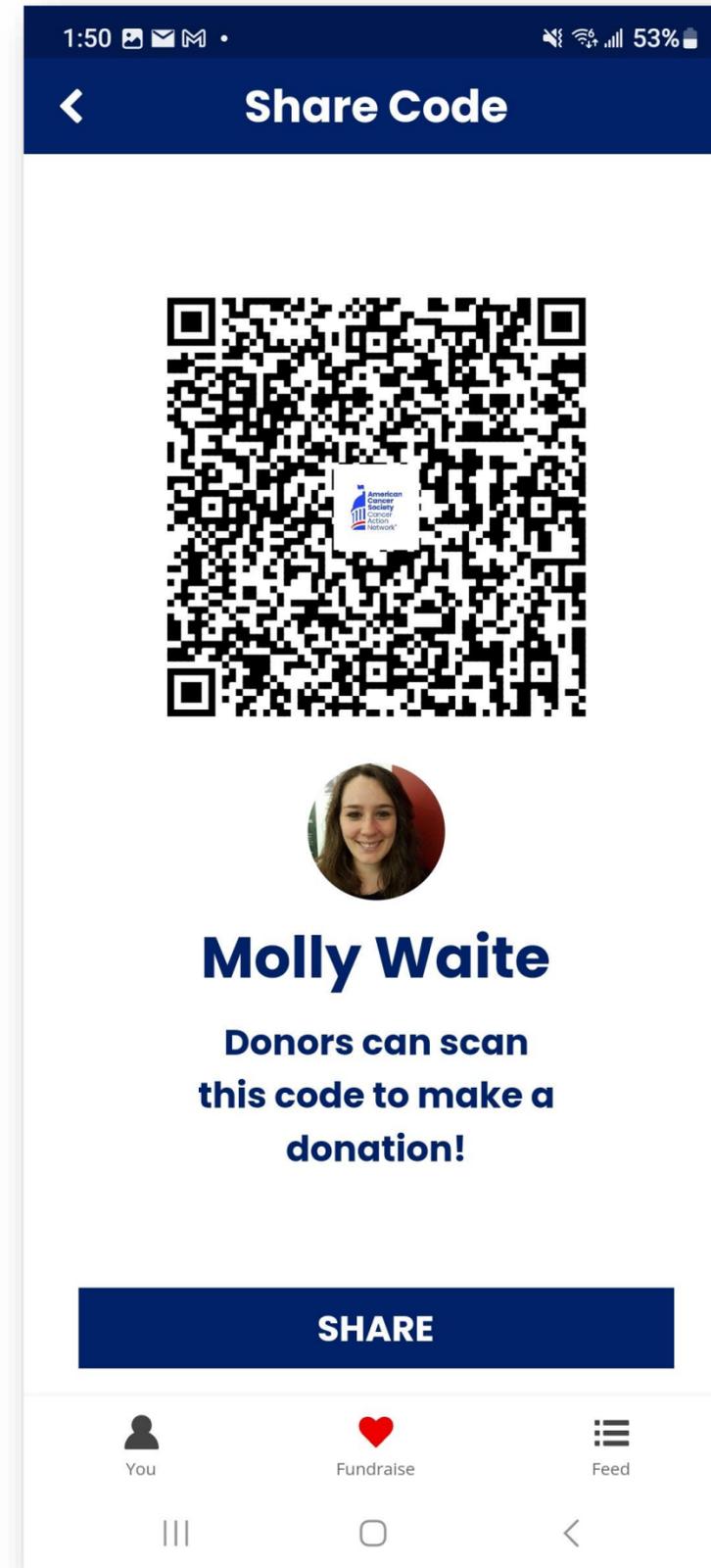
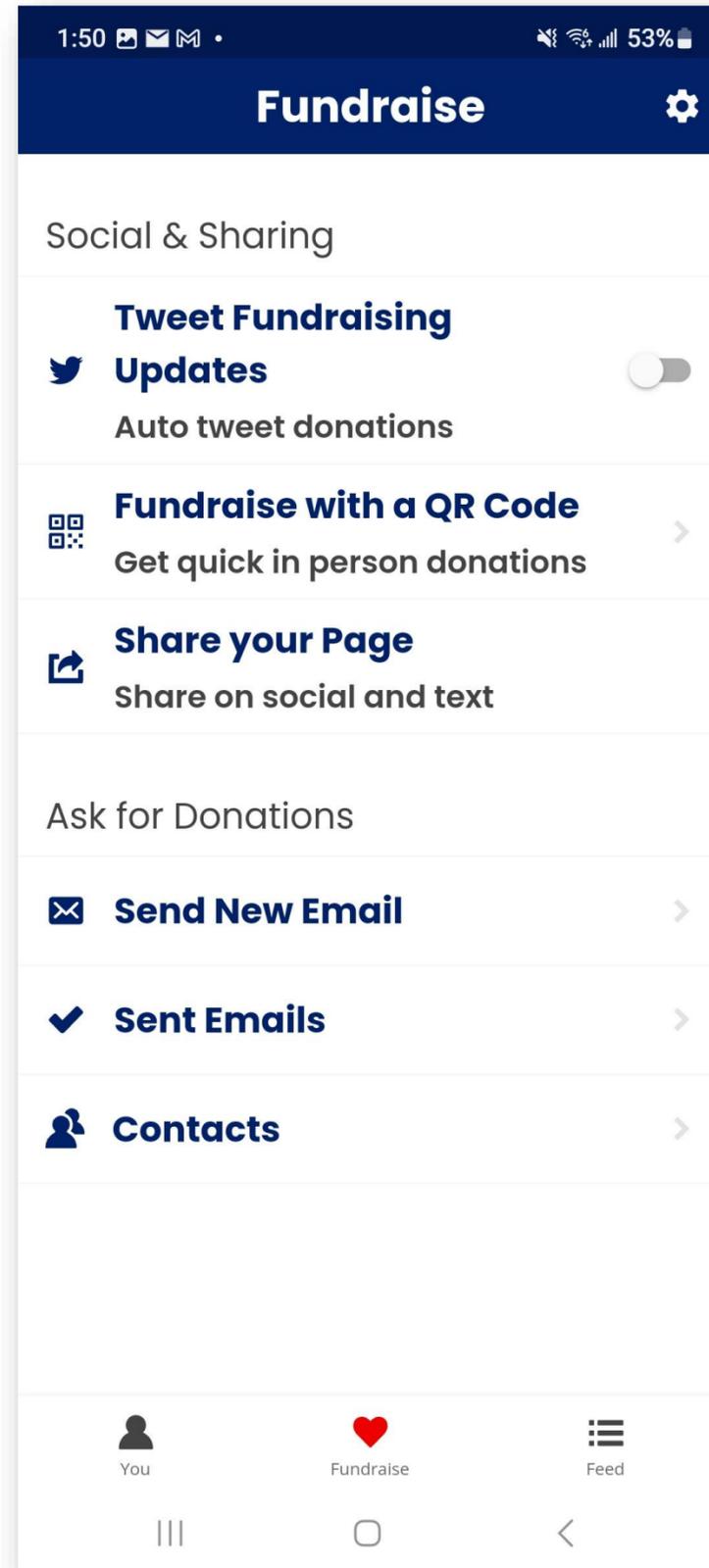
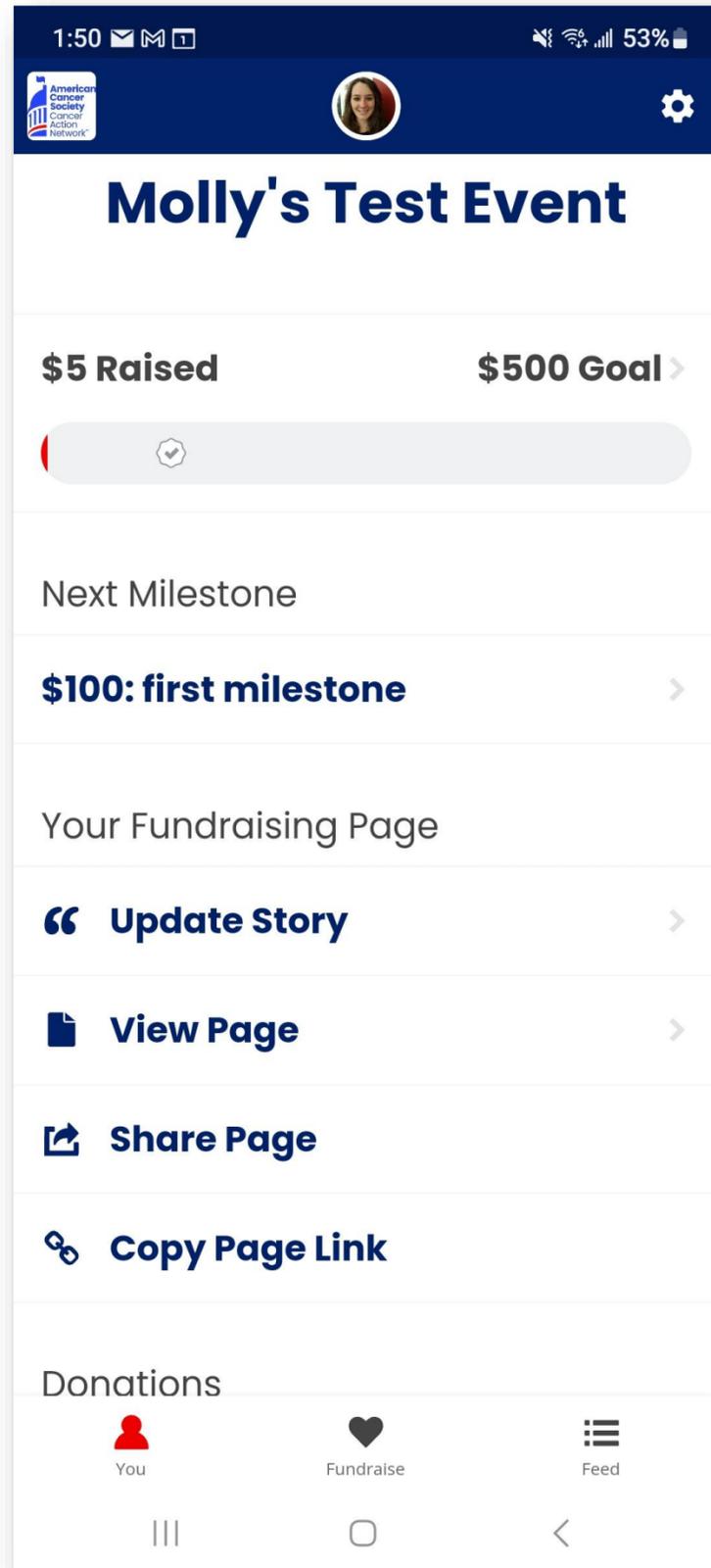
If you're new, tap **Get Started** to find ACS CAN.

Logging in with an existing account:

If you're already registered to fundraise for ACS CAN, you can find the appropriate Event and log in.



Inside the App





Let's Brainstorm for 2026!



Team Building

GO FORTH



**American
Cancer
Society
Cancer
Action
NetworkSM**

AND ADVOCATE!