



Celebrating more  
**birthdays!**

## **2012 Relay For Life Advocacy Chair Job Description**

Advocacy Chairs are responsible for integrating advocacy information and activities into their community all year. In doing so, they recruit new advocates and promote a better understanding of how the American Cancer Society and the American Cancer Society Cancer Action Network (ACS CAN) work to make policy changes that fight cancer.

### **Responsibilities of a Relay Advocacy Chair:**

- Receive training by attending the Advocacy Chair training session or by joining a training conference call
- Review 2012 Relay Advocacy Handbook and all advocacy materials
- Attend Relay Planning Committee and Team Captain meetings to provide advocacy updates to Relay volunteers on legislative priorities and accomplishments, disseminate action alerts, conduct advocacy activities, etc.
- Join or renew your American Cancer Society Cancer Action Network (ACS CAN) membership and recruit at least 10 ACS CAN members to meet with \$100 per Relay event goal (Please note: there is a stretch goal of recruiting 20 or more ACS CAN members which would designate your Relay as an ACS CAN We CAN Club event making it eligible to receive special recognition.
- Make an advocacy presentation at the survivor dinner/recognition event
- Coordinate and implement an advocacy activity at your Relay For Life event
- Participate in monthly advocacy update calls
- Ensure an advocacy message is included in your Relay event's program and that advocacy announcements are made throughout the event.

### **For more information about:**

- Advocacy at Relay [www.acscan.org/relay](http://www.acscan.org/relay)
- North Carolina Advocacy [www.acscan.org/northcarolina](http://www.acscan.org/northcarolina)
- On Facebook – ACS CAN North Carolina