

2010 Advocacy Sample Script (kick-off/ breakfast)

[Signing Petition and Joining ACS CAN]

Good morning! I feel very lucky to be in front of you this morning because I have the opportunity to tell you about another important way you CAN make a difference in the fight against breast cancer. I am here to tell you how you can use the **POWER OF THE PURSE** to save lives.

{insert brief personal story if applicable}

Did you know that Congress holds the purse strings when it comes to funding cancer research? They have a tremendous opportunity to affect life-saving cancer research. But did you also know that in the last few years federal funding for cancer research has not kept up with medical inflation, which means current research on the cusp of amazing breakthroughs can be left unseen and undiscovered? Increased funding for cancer research could mean better breast cancer early detection, treatment and patient care.

You have two ways you can use your **POWER** to send a message that we want our lawmakers to put the **POWER OF THE PURSE BEHIND RESEARCH**.

The first thing you can do is join the American Cancer Society Cancer Action Network (ACS CAN). ACS CAN is an organization dedicated to making cancer a national priority and building a movement of people like you who will take action when legislation impacting breast cancer arises. By joining ACS CAN TODAY, you have the chance to use the **POWER OF THE PURSE** and send a message to our lawmakers that they must put the **POWER OF THE PURSE BEHIND RESEARCH**.

I became a member of ACS CAN because I wanted to make a difference in the fight against breast cancer. I am asking each of you to do the same.



ACS CAN membership is only \$10 annually – for \$20, you will receive this **POWER OF THE PURSE** lapel pin and put the **POWER OF YOUR PURSE BEHIND RESEARCH**.

In addition to joining ACS CAN, I would also like to ask you to complete the **POWER OF THE PURSE** legislative petitions sitting on your table. These cards will be delivered to your Members of Congress so they hear our message loud and clear: Our hope to save more lives depends on them using their purse strings to adequately fund cancer research.

Two easy steps, many lives saved.
Thank you for using your **POWER** to make a difference

POWER OF THE PURSE BEHIND RESEARCH

The Power is in YOUR Hands

Please Protect Pending for Cancer Research
This is the last hope for cancer control and research. It is the last hope for Congress to help by maintaining funding for cancer research programs for the most promising and most needed experimental cancer screenings, treatments and patient-centered care. Researcher at the time you indicate when making decisions about continued funding for cancer research.

First Name _____ Last Name _____
Street Phone (____) _____
Address _____
City _____ State _____ Zip _____
Email _____

I am a cancer survivor I have had a loved one to cancer
 I am a caregiver I am a friend or family member of a cancer patient.

2010 Advocacy Sample Script (kick-off/ breakfast)

[Main Focus on Joining ACS CAN]

Good morning! I feel very lucky to be in front of you this morning because I have the opportunity to tell you about another important way you CAN make a difference in the fight against breast cancer. I am here to tell you how you can use the **POWER OF THE PURSE** to save lives.

{insert brief personal story if applicable}

Did you know that Congress holds the purse strings when it comes to funding cancer research? They have a tremendous opportunity to affect life-saving cancer research. But did you also know that in the last few years federal funding for cancer research has not kept up with medical inflation, which means current research on the cusp of amazing breakthroughs can be left unseen and undiscovered? Increased funding for cancer research could mean better breast cancer early detection, treatment and patient care.

By joining the American Cancer Society Cancer Action Network (ACS CAN) TODAY, you have the chance to use the **POWER OF THE PURSE**. ACS CAN is dedicated to making cancer a national priority and building a movement of people like you who take action when legislation impacting breast cancer arises. By joining ACS CAN, you can send a message to our lawmakers they must put the **POWER OF THE PURSE BEHIND RESEARCH**.

I became a member of ACS CAN because I wanted to make a difference in the fight against breast cancer. I am asking each of you to do the same.



ACS CAN membership is only \$10 annually – for \$20, you will receive this **POWER OF THE PURSE** lapel pin and put the **POWER OF YOUR PURSE BEHIND RESEARCH**.

We have folks in the back that will collect your envelopes at the end of today's kick-off.

Together we can all make a difference in the fight against cancer !

