



ACS CAN  
Grassroots Engagement  
Calendar  
April 2009-March 2011



April 24, 2009

Dear Friends,

It's hard to believe that nearly two years have passed since we embarked on this evolution of the American Cancer Society Cancer Action Network's volunteer leadership program! Together we have helped to secure many significant legislative victories in our effort to fight back against cancer. Among other things, due in large part to your hard work, we have successfully raised state and local tobacco taxes, gained significant increases in funding for cancer research, and helped ensure that more Americans have access to lifesaving cancer screenings. But we all know there is still much more work to be done if we are going to realize our goal of conquering cancer in our lifetime!

This Grassroots Engagement Calendar includes some of the activities and important events that will occur during your term as an ACS CAN Ambassador, along with suggestions for how you can engage other volunteers on our issues and help us raise critical funds for ACS CAN. It's one of many tools we will offer to assist you in your efforts to advocate for our legislative priorities with your elected officials at the federal, state and local levels. We hope that you find it to be useful in helping to build the grassroots movement in your state.

We want to thank all of the people who gave their time and considerable effort into developing the Grassroots Engagement Calendar, but in particular, we want to acknowledge Korinne Moore of the ACS CAN Grassroots Team who lead the effort (a complete list of those who contributed can be found at the bottom of this page).

Thank you for all you have done, and all you continue to do, to lead the war on cancer!

Sincerely,



Molly Daniels  
Vice President,  
Field Advocacy



Erin O'Neill  
Senior Director  
Grassroots

**Special Thanks To:**

Patty Avery, Indiana SLA	Katie King, Massachusetts Grassroots Manager
Marianne Beard, Ohio Government Relations Field Director	Erin O'Neill, ACS CAN
Aimee Belgard, New Jersey SLA	Dustin Perchal, Nebraska Grassroots Manager
Nicole Bender, ACS CAN	Joan Picone, Ohio Government Relations Field Director
Lori Bremner, California SLA	Kerry Roberts, ACS CAN
Shelley Courington, Tennessee Grassroots Manager	Neil Robertson, High Plains Division VP of Grassroots
Lisa Davidson, Wisconsin Grassroots Manager	Brian Rubenstein, ACS CAN
Kim Dunlap, ACS CAN	Sara Sahli, Wisconsin Grassroots Manager
Pete Fredriksen, ACS CAN	Bob Scriven, Nebraska ACT! Lead
Sara Garcia, Texas Grassroots Manager	Cynthia Serna, Great West Division Director of Grassroots
Joy Ginsburg, ACS CAN	Gary Streit, Iowa SLA
Ellen Heier, ACS CAN	Rebecca Thoman, Minnesota Grassroots Manager
Melissa Horn, Missouri Grassroots Manager	Grace Tompos, Ohio ACT! Lead
Amy Johnson Boyle, Iowa SLA	Pam Traxel, ACS CAN
Melissa Kehler, New York ACT! Lead	Kjestine Woods, ACS CAN

## April 4-19 is the Congressional Recess

**State Lead Ambassador:** Schedule district meetings with both Senators while they are home on recess, you can work with your staff partner to find out the legislative asks and leave behind information for this month. In April, many state legislative sessions begin to wrap up. Work with your staff partner to plan for end of session activities, volunteer outreach to all state legislators, and plan for your 2010 state legislative activities.

**ACT! Lead:** Work with your staff partner and ACT Team to schedule in district meetings for the Congressional Spring Recess. You will be able to find the legislative asks and leave behind materials at [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure).

**ACT! Action Chair:** Work with your ACT! Lead to organize ACS CAN members to do rolling drop by visits during the Congressional Spring Recess. Congress will be working on a federal budget resolution for FY2010 during this month, visit [acscan.org/research](http://acscan.org/research) for up to date information on ACS CAN's legislative asks and progress.

**ACT! Fundraising Chair:** Take some time and call your newly recruited ACS CAN members. Ask if they have received their ACS CAN membership card in the mail and see if they have any questions.

**ACT! Relay Chair:** Participate in 25<sup>th</sup> Hour Campaign by taking action and mobilizing the Relay/Advocacy community chairs to FIGHT BACK on the 25<sup>th</sup> of the month. Since Relay season is in full-gear, consider hosting a coaching call with your Relay/Advocacy chairs to ensure they understand their responsibilities.

**ACT! Media Chair:** Work with your Relay and Advocacy chairs to see how you can incorporate advocacy into local press materials for upcoming Relays.

# April 2009

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## May 23-31 is the Congressional Recess

**State Lead Ambassador:** Hold a conference call with all of your ACT! Leads to report back of events and information from the State Lead Summit. Also, your Senators will be home for the Memorial Day Recess, work with your staff partner to schedule an in-district meeting.

**ACT! Lead:** Work with your SLA and staff partner to schedule in-district meetings during Memorial Day Recess. Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to find legislative asks and leave behind materials for your meeting.

**ACT! Action Chair:** What state legislative successes have happened in your state this year? Are there important initiatives still to be voted upon? Work with your staff partner to find out and mobilize ACS CAN members in your district to take action.

**ACT! Fundraising Chair:** Host a Brown Bag Lunch – Get your whole office on board. Select one day and ask everyone to pack their own lunches and donate what they would have spent on lunch to ACS CAN, if it's over \$10 they become an ACS CAN member!

**ACT! Relay Chair:** Participate in the 25<sup>th</sup> Hour Campaign this month by delivering Picture A Cure messages that have been collected so far in your communities to your Members of Congress. Work with you ACT! Lead and Action Chair to deliver as a rolling drop-by during Memorial Day Recess.

**ACT! Media Chair:** Work with staff lead to pitch letters to the editors and news articles on federal priorities to run during Memorial Day congressional recess. Utilize Mother's Day as a hook for pitching article or letters to the editor around breast cancer screening advocacy messages.

# May 2009

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## Many state legislative sessions end

**State Lead Ambassador:** Work with your staff partner to ensure that all ACT! Lead position are filled. Contact your ACT! Leads and Action Chairs to wrap up state legislative activities (if necessary). Make sure thank you notes are sent to state legislators highlighting legislative successes and priorities for 2010. (You will be able to find guidelines for these notes at [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal rules and regulations when contacting Members of Congress and elected officials.)

**ACT! Lead:** Hold ACT team coffee hour or dinner to share news and information with the team. With many state legislative sessions wrapping up, this meeting is a good time to work with your team chairs to review accomplishments and set goals for the next 6 months.

**ACT! Action Chair:** Work with your staff partner to send thank you notes to all state legislators in your district highlighting legislative accomplishments, and outlining priorities you will be working on next year. Also, this is a great time of year to look back at your successes by preparing an end-of-year wrap up for your ACT! Lead. Outline your many state legislative accomplishments in 2009, like attendance at your state lobby day and legislative victories. Share all of these successes with a celebratory cake at your team meeting.

**ACT! Fundraising Chair:** Organize an anniversary party for a friend or loved one who is a cancer survivor. Invite friends and loved ones and request ACS CAN donations in lieu of gifts.

**ACT! Relay Chair:** Participate in the 25<sup>th</sup> Hour Campaign this month by delivering Picture A Cure messages that have been collected in your communities to your Members of Congress.

**ACT! Media Chair:** Work with staff lead to reach out to local reporters to discuss the close of the legislative session. Be sure to highlight successes and discuss what more needs to be accomplished. Consider drafting letters to the editor thanking local legislators if applicable. (For letters to the editor, be sure to visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal guidance on writing these letters!) Also, Father's Day is a good time to pitch advocacy stories about colon cancer screening.

# June 2009

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## June 25-July 5 is the 4<sup>th</sup> of July Congressional Recess

**State Lead Ambassador:** Begin to plan for the upcoming Leadership Summit and Lobby Day. Meet with your ACT! Leads, either in person or over the phone, to discuss registration and what to expect in DC. Use this as an opportunity to train new ACT! Leads who have never been to Washington, DC on the ins and outs of Lobby Day. Also, July 20-24 the National Conference of State Legislatures (NCSL) will hold their annual legislative summit in Philadelphia, PA. Work with your staff partner and Action Chairs to encourage all your state legislators to stop by the ACS CAN booth to learn more about what ACS CAN is doing in the fight against cancer.

**ACT! Lead:** Organize in district meetings with Members of Congress while they are home on recess, you can visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to find leave behind materials and legislative messaging for this month. Also work with your team and ACS CAN members in your district to organize a petition drive at community 4<sup>th</sup> of July events. This is a great opportunity to bring attention to the need for increased access to quality care for all Americans!

**ACT! Action Chair:** Organize rolling drop-by visits to your Member's district office for the Congressional Recess. You can also work with your ACT! Lead and ACS CAN fundraising chair to coordinate petition drives at community 4<sup>th</sup> of July events, this is a great way to recruit new advocates to ACS CAN!

**ACT! Fundraising Chair:** Organize a pancake breakfast in a public outdoor area for people to attend after your town's 4<sup>th</sup> of July parade. Charge admission to the breakfast, as a donation to ACS CAN, and have a table with information materials nearby. Prior to the event, send an invitation to your elected officials while they are home for the 4<sup>th</sup> of July Recess.

**ACT! Relay Chair:** Participate in the 25<sup>th</sup> Hour Campaign this month by delivering Picture A Cure messages that have been collected in your communities to your Members of Congress. Work with your Action Chair to coordinate efforts during the July 4<sup>th</sup> Congressional Recess.

**ACT! Media Chair:** Take advantage of slow summer news cycles to work with staff lead to pitch local reporters longer feature stories highlighting a local access-to-care personal story or ongoing state legislative issue. Begin coordinating with staff lead on media activities for the Summer Congressional Recess in August.

# July 2009

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## Summer Congressional Recess (lead up to ACS CAN Leadership Summit & Lobby Day)

**State Lead Ambassador:** Schedule an in-district meeting with both Senators, use this as an opportunity to discuss the legislative priorities for the upcoming Lobby Day in DC. Work with your staff partner to receive legislative asks and leave behind materials. Also, work with your staff partner to ensure all of your ACT! Leads are registered and ready for the Leadership Summit and Lobby Day in DC.

**ACT! Lead:** Schedule in district meetings with your House Member while he/she is home on recess. Use this as an opportunity to discuss the legislative priorities for the upcoming lobby day in DC. Work with your staff partner to receive legislative asks and leave behind materials.

**ACT! Action Chair:** Organize rolling drop by visits to the in-district office of your Member of Congress. Work with your staff partner and ACT! Lead to prepare leave behind materials. Also, see if the Relay Chair will be delivering Picture A Cure messages, this is a great opportunity to combine efforts!

**ACT! Relay Chair:** Work with Media Chair to organize a press conference focused around Picture A Cure messages collected during the spring and summer Relays in your district. Invite your Member of Congress while he/she is home on recess.

**ACT! Fundraising Chair:** Invite your Member of Congress to attend an ACS CAN House Party. For attendees, charge admission for a donation to ACS CAN. You could even ask your Member of Congress if he/she will take pictures with all attendees and after the event you can send out those photos with Thank You notes. (In many states 2009 is a local election year, be sure to visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for guidelines, rules and regulations for inviting election officials to events.)

**ACT! Media Chair:** Work with staff lead to engage in local media activities during congressional summer recess and prepare for upcoming ACS CAN Leadership Summit and Lobby Day.

# August 2009

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## ACS CAN Leadership Summit & Lobby Day

### ACS CAN Membership Recruitment Month

**State Lead Ambassador & ACT! Lead:** Attend Leadership Summit & Lobby Day in Washington, DC. And while you're in Washington, consider sending an email or two to your team back home. Keep them up to date on important new information from the leadership summit, and let them know how your lobbying efforts went. Also, with your staff partner begin to prepare for the upcoming state legislative session. While you are all together in DC, this is a great opportunity to brainstorm about trainings, communication and materials you will need to prepare your state volunteers for the 2010 legislative activity.

**ACT! Action Chair:** Prepare a summary of goals and accomplishments for your ACT! Lead before he/she leaves for Leadership Summit and Lobby Day. Consider this a way to brag to other districts and states about all the successes you had in 2009!

**ACT! Fundraising Chair:** September is ACS CAN Membership Recruitment Month. Get your state's ACS CAN Lapsed Member list from your staff partner and make calls and send emails to get 20 of them to renew their ACS CAN membership. Get talking points and email templates at [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure).

**ACT! Relay Chair:** Your 25<sup>th</sup> Hour Campaign activities this month should be focused on ACS CAN membership recruitment. Be sure to work with your staff partners to include ACS CAN recruitment and Advocacy activities into Relay Summits.

**ACT! Media Chair:** Work with staff and ACT! Lead on Lobby Day outreach opportunities. Utilize template materials (press release, letters to the editor) to highlight local participation in Lobby Day either to preview or summarize the visit.

# September 2009

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## Breast Cancer Awareness Month

**State Lead Ambassador:** Work with your staff partner to come up with state and federal legislative accomplishments your state has made in the fight against breast cancer. These can be grassroots successes or lobbying efforts. Share the results with your Society partners at an upcoming Making Strides Against Breast Cancer Walk or work with the media chairs to share these successes with the local media.

**ACT! Lead:** Hold an ACT! Team coffee hour, potluck or dinner in a smoke free restaurant to share news and information with team from Lobby Day. Ask your team members to follow up with your Member of Congress by writing a letter to his/her Health LA. Also, this is a good time to begin planning with your team for 2010, develop goals for each chair and the team as a whole to work on in the coming year.

**ACT! Action Chair:** Work with your staff partner and ACT! Lead to hold a coffee hour at a local ACS office for new ACS CAN members in your district. Invite them to join you for refreshments and to learn more about what ACS CAN is doing in your state and district.

**ACT! Relay Chair:** Participate in Making Strides Against Breast Cancer walk advocacy activities and coordinate delivery of petitions to district congressional offices.

**ACT! Fundraising Chair:** Ask 10 of your favorite local businesses to hang ACS CAN ads up for patrons to see. Since this is National Breast Cancer Awareness Month, use the ads from the 2006 Red Bra Campaign and make sure [acscan.org](http://acscan.org) is large enough for everyone to see.

**ACT! Media Chair:** Find ways to incorporate advocacy messages into Making Strides Against Breast Cancer media materials. Work with staff lead to consider drafting and pitching a Breast Cancer Awareness Month advocacy-focused letter to the editor.

# October 2009

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## Great American Smokeout

**State Lead Ambassador and ACT! Lead:** Work with your staff partner to begin planning your grassroots strategy for 2010. Consider important legislative priorities at both the state and federal level, and develop a plan for how to best utilize your volunteer networks successfully. Also, consider Thanksgiving as a way to give thanks to your Members of Congress for their support of our federal issues. Write thank you notes to those Members who have voted with ACS CAN throughout the year.

**State Lead Ambassador:** This November, many state and local elections will take place. Work with your staff partner to identify potential elections in your state and how you can reach out to any newly elected officials following election day to educate them on ACS CAN's legislative priorities in your state. Make sure to visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for guidelines and rules on electioneering, and talk with your staff partner about other rules you may need to follow in your individual state.

**ACT! Lead:** Consider involving your Member of Congress in Great American Smokeout events in your district. Work with your staff partner to determine an appropriate event to hold.

**ACT! Action Chair:** Work with your ACT! Lead and staff partner to plan an event for the Great American Smokeout, and invite new ACS CAN members to attend. Also work with you staff partner and SLA to begin planning for your 2010 state legislative session. Before the holiday rush you can hold a training for new ACS CAN members on your state's 2010 legislative priorities.

**ACT! Fundraising Chair:** Thanksgiving is all about giving thanks. Write thank you notes to the ACS CAN members in your area for making such a difference in the fight against cancer.

**ACT! Relay Chair:** Participate in 25<sup>th</sup> Hour Campaign by taking action and mobilizing the Relay/Advocacy community chairs to FIGHT BACK on the 25<sup>th</sup> of the month.

**ACT! Media Chair:** Work with staff lead to support media outreach for Great American Smokeout advocacy activities. Brainstorm a reason to make calls to local reporter contacts to check in and find out what types of stories they are working on. Be sure to offer yourself as a resource.

# November 2009

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## Holiday Season

**State Lead Ambassador:** Work with your staff partner to send an email or letter out to all ACS CAN volunteers in your state highlighting your state and federal accomplishments for 2009. Make sure to thank these volunteers for their hard work and commitment to ACS CAN!

**ACT! Lead:** Hold ACT team holiday party, coffee hour, or dinner to share news and information with team. Make this a true celebration, and thank your team members for all their hard work throughout 2009!

**ACT! Action Chair:** Work with your staff partner, ACT! Lead and Relay chair to involve new ACS CAN members in your district's holiday party. Consider ways to bring in new volunteers into the ACS CAN family.

**ACT! Fundraising Chair:** Instead of giving all of your friends holiday gifts, why not make them members of ACS CAN? Donate just \$10 in their name and they will receive all of the membership benefits that you do.

**ACT! Relay Chair:** Invite all the Relay/Advocacy chairs in your congressional district to a house party to celebrate the successes of the year. Be sure to show them the tools for legislative activity at events and ACS CAN recruitment.

**ACT! Media Chair:** Work with staff lead to pitch end-of-year news articles or letters to the editor. Utilize the slow news month to schedule lunch or coffee with local reporter contacts to start talking about upcoming state/federal legislative sessions.

# December 2009

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## State of the Union, State Legislative Sessions Begin

**All Ambassadors:** Sign up with all your Congressional web sites or offices to receive newsletters, emails and important updates from your Members of Congress. Work with your staff partner to see if you can do the same with your state legislators.

**State Lead Ambassador:** Email ACS CAN's federal priorities to the Health Legislative Assistant (Health LA) of both your Senators. (Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for more specific information.) Find time this month to meet with or hold a conference call with all your state's ACT! Leads to plan for President's Day Recess activity, held in February. Also, work with your staff partner this month to finalize ACS's state legislative priorities, work with your ACT! Leads and Action Chairs to organize volunteer action on state priorities throughout the 2010 session.

**ACT! Lead:** Email ACS CAN's federal priorities to the Health Legislative Assistant (Health LA) of your Member of Congress. (Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for more specific information.) Meet with all team chairs to plan for the important February events, including President's Day Recess.

**ACT! Action Chair:** Email all state legislators in your district with ACS's state legislative priorities. Also, work with your ACT! Lead and staff partner to set up meetings with key legislators and legislative champions in your district to discuss priorities for the new session. Send a holiday card to key state legislators and state legislative champions in your district thanking them for their support and reminding them that you are a resource during the session on issues that affect cancer patients. (Make sure to visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal rules and regulations when contacting elected officials.)

**ACT! Fundraising Chair:** Hold a State of the Union Watch Party and play the fundraising SOTU Bingo game. Find the Bingo template and rules at [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure).

**ACT! Relay Chair:** Hold a State of the Union Watch party with Relay/Advocacy chairs in your congressional district and play the fundraising SOTU bingo game.

**ACT! Media Chair:** Work with staff lead to send letters to the editor regarding state and/or federal priorities for upcoming legislation sessions, or to host a watch party and pitch local media around the presidential State of the Union address. (Be sure to utilize the newest Cancer Facts and Figures report released in January for 2010)

# January 2010

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## President's Budget Released

**State Lead Ambassador:** Work with your staff partner to respond to the President's Budget by writing to your Senators. Make sure to include language the President used in his State of the Union Address! Also, schedule a meeting to meet with your Senators during the President's Day Recess to discuss important cancer funding. Begin to work with your staff partner to plan for your upcoming state lobby day.

**ACT! Lead:** Work with your staff partner to respond to the President's Budget by writing to your Member of Congress. Make sure to include language the President used in his State of the Union Address! Also, schedule a meeting to meet with your House Member during the President's Day Recess to discuss important cancer funding. (Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for more information.)

**ACT! Action Chair:** Are there vacancies in your ACT team? Work with your staff partner and ACT! Lead to determine if you have volunteers in your district who are ready to join your ACT team as chairs. Also, organize rolling drop bys during the President's Day Recess at your Member's district office. (Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for more information.)

**ACT! Relay Chair:** Start working with Relay/Advocacy community chairs to ensure they have what they need for team captains meetings, and are inviting federal, state and local elected officials to ACS spring events (RFL, Galas, Golf, etc.) Be sure to visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal guidance when contacted elected officials during an election year!

**ACT! Fundraising Chair:** Visit [www.acscan.org](http://www.acscan.org) and look at the federal government's proposed budget. Is lifesaving cancer funding missing? Recruit 10 new ACS CAN members so they too can make their voices heard in the fight against cancer.

**ACT! Media Chair:** Coordinate with staff and ACT! Lead on advocacy efforts during state legislative session to see where media support may be helpful through building relationships with reporters, supporting a press conference or drafting letters to the editor.

# February 2010

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## Colorectal Cancer Awareness Month

**State Lead Ambassador:** Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to find new tools and information you can use when contacting your Senators about ACS CAN's colon cancer initiatives. This is a great month to email your Senators' Health LA's about life saving legislation for access to colon cancer screening for all Americans. Also, begin working with your team to schedule Senate meetings for Spring Recess.

**ACT! Lead:** Hold ACT team coffee hour or dinner to share news and information with team. Also, make sure to check out [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to see what the latest ACS CAN ask will be for the Spring Congressional Recess.

**ACT! Action Chair:** Work with your staff partner, ACT! Lead and ACS CAN Chair to create a volunteer recruitment plan for the Spring Cleaning fundraising event. Are there new ACS CAN members who attended your State of the Union Watch Party in January? Make sure to invite them to this event!

**ACT! Fundraising Chair:** This month is Colorectal Cancer Awareness Month. Update your I CAN page with the ACS CAN Colorectal ads from [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) and send a new I CAN email out to potential new members. You could also make a huge blow-up of the Colorectal ads and have people in your community sign it as a petition, then ask them to become ACS CAN members.

**ACT! Media Chair:** Coordinate with staff and ACT! Lead on advocacy efforts during state legislative session to see where media support may be helpful through building relationships with reporters, supporting a press conference or drafting letters to the editor. Also, March is National Colorectal Cancer Awareness Month – a good time to pitch reporters about the federal colon cancer screening bill or any state legislative efforts around colon cancer.

# March 2010

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## Spring Congressional Recess, Budget Resolution Vote in House and Senate

**State Lead Ambassador:** Attend the State Lead Summit. (Date and location to be determined.) Schedule in district event or meeting with Senators while they are home on recess, visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for ACS CAN's legislative ask. In April, many state legislative sessions begin to wrap up. Work with your staff partner to plan for end of session activities, volunteer outreach to all state legislators, and plan for next year's legislative priorities.

**ACT! Lead:** Work with your staff partner and ACT Team to schedule in district meetings for the Congressional Spring Recess. You will be able to find the legislative asks and leave behind materials at [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure).

**ACT! Action Chair:** Work with your ACT! Lead to organize ACS CAN members to do rolling drop by visits during the Congressional Spring Recess. Congress will be working on a federal budget resolution for FY2011 during this month, visit [acscan.org/research](http://acscan.org/research) for up to date information on ACS CAN's legislative asks and progress.

**ACT! Relay Chair:** Organize advocacy activities throughout the spring/summer at local RFL events within the congressional district. Participate in congressional spring recess activities by Congressional District

**ACT! Fundraising Chair:** Take some time and call your newly recruited ACS CAN members. Ask if they have received their ACS CAN membership card in the mail and see if they have any questions.

**ACT! Media Chair:** Work with your staff leads, Relay and Advocacy chairs to see how you can incorporate advocacy into local press materials for upcoming Relays.

# April 2010

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## Memorial Day Congressional Recess & Mother's Day

**State Lead Ambassador:** Hold a conference call with all of your ACT! Leads to report back of events and information from the State Lead Summit. Also, your Senators will be home for the Memorial Day Recess, work with your staff partner to schedule an in-district meeting. Mother's Day is a great time to talk about the importance of access to mammograms for all women, visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to see what others are doing in this effort.

**ACT! Lead:** Work with your SLA and staff partner to schedule in-district meetings during Memorial Day Recess. Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to find legislative asks and leave behind materials for your meeting.

**ACT! Action Chair:** What state legislative successes have happened in your state this year, or are there important initiatives still to be voted upon? Work with your staff partner to find out and mobilize ACS CAN members in your district to take action. Also, Mother's Day is a great time to talk about the importance of access to mammograms for all women, visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to see what others are doing in this effort.

**ACT! Fundraising Chair:** Did you know that on [acscan.org](http://acscan.org) people can donate in honor or in memory of a loved one? ACS CAN's Tributes program is the perfect way for you or someone else to donate in honor of the women in their lives. It would be a great Mother's Day gift, especially for all of those mothers in our lives who are survivors.

**ACT! Relay Chair:** Begin to deliver Picture A Cure messages to district congressional offices.

**ACT! Media Chair:** Work with staff lead to pitch letters to the editors and news articles on federal priorities to run during Memorial Day congressional recess. Utilize Mother's Day as a hook for pitching article or letters to the editor around breast cancer screening advocacy messages.

# May 2010

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## Many state legislative sessions end, National Survivor's Month

**State Lead Ambassador:** During the summer months, many Members of Congress begin to hold town hall meetings in the district. Work with your staff partner and ACT! Leads to organize ambassadors to attend forums to ask cancer related questions. Make sure you visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for sample questions and legal guidance. (This is an election year!) Also work with your ACT! Leads and Action Chairs to wrap up state legislative activities (if necessary). Make sure thank you notes are sent to state legislators highlighting legislative successes and priority issues for the next legislative session. (And again, this is an election year, be sure to work with your staff and visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal guidance!)

**ACT! Leads:** Hold ACT team coffee hour, potluck or dinner at a smoke free restaurant to share news and plan for the next 6 months with your team. Also, work with your staff partner, Action Chair and Relay Chair to plan an event to celebrate National Survivors Day, the beginning of summer is a great time to honor all the survivors in our lives!

**ACT! Action Chair:** Work with your staff partner to send thank you notes to all state legislators in your district highlighting legislative accomplishments, and outlining priorities you will be working on next year. Also, this is a great time of year to look back at your successes by preparing an end-of-year wrap up for your ACT! Lead. Outline your many state legislative accomplishments in 2010, like attendance at your state lobby day and legislative victories. Share all of these successes with a celebratory desert at your team meeting. (And again, this is an election year, be sure to work with your staff and visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal guidance!)

**ACT! Fundraising Chair:** June is Survivors' Month – recruit 10 new survivors in your community to become members of ACS CAN.

**ACT! Relay Chair:** Relay events are in full-swing. Check-in with your Relay/Advocacy chairs to ensure they have what they need to have a successful Relay season.

**ACT! Media Chair:** Work with staff lead to reach out to local reporters to discuss the close of the legislative session. Be sure to highlight successes and discuss what more needs to be accomplished. Consider drafting letters to the editor thanking local legislators if applicable. Also, Father's Day is a good time to pitch advocacy stories about colon cancer screening. (And again, this is an election year, be sure to work with your staff and visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal guidance!)

# June 2010

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## 4<sup>th</sup> of July Congressional Recess

**State Lead Ambassador:** Begin to plan for the upcoming Leadership Summit and Lobby Day. Meet with your ACT! Leads, either in person or over the phone, to discuss registration and what to expect in DC. Use this as an opportunity to train new ACT! Leads who have never been to Washington, DC before on the ins and outs of Lobby Day. Also, your Senators will be in the district, 4<sup>th</sup> of July is a great time to find them at parades and town hall meetings. Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for sample questions to ask your Senators, and for legal guidance during an election year. Also, some time in late July the National Conference of State Legislatures (NCSL) will hold their annual legislative summit. Work with your staff partner and Action Chairs to encourage all your state legislators to stop by the ACS CAN booth in the Exhibitor Hall to learn more about what ACS CAN is doing in the fight against cancer.

**ACT! Lead:** Organize in district meetings with Members of Congress while they are home on recess, you can visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to find leave behind materials and legislative messaging for this month. Also work with your team and ACS CAN members in your district to organize a petition drive at community 4<sup>th</sup> of July events.

**ACT! Action Chair:** Organize rolling drop-by visits to your Member's district office for the Congressional Recess. You can also work with your ACT! Lead and ACS CAN fundraising chair to coordinate petition drives at community 4<sup>th</sup> of July events, this is a great way to recruit new advocates to ACS CAN!

**ACT! Fundraising Chair:** This 4<sup>th</sup> of July, make your government work for YOU! Work with your staff partner and ACT! Lead to recruit new ACS CAN members at local events. Consider red, white and blue or other American themes for a barbeque, charge \$10 at the door and everyone who attends will become an ACS CAN member.

**ACT! Media Chair:** Take advantage of slow summer news cycles to work with staff lead to pitch local reporters longer feature stories highlighting a local access-to-care personal story or ongoing state legislative issue. Begin coordinating with staff lead on media activities for congressional summer recess in August.

# July 2010

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## Summer Congressional Recess (lead up to ACS CAN Leadership Summit & Lobby Day)

**State Lead Ambassador:** Schedule an in-district meeting with both Senators, use this as an opportunity to discuss the legislative priorities for the upcoming lobby day in DC. Work with your staff partner to receive legislative asks and leave behind materials. Also, work with your staff partner to ensure all of your ACT! Leads are registered and ready for the Leadership Summit and Lobby Day in DC.

**ACT! Lead:** Schedule in district meetings with your House Member while he/she is home on recess. Use this as an opportunity to discuss the legislative priorities for the upcoming lobby day in DC. Work with your staff partner to receive legislative asks and leave behind materials.

**ACT! Action Chair:** Organize rolling drop by visits to the in-district office of your Member of Congress. Work with your staff partner and ACT! Lead to prepare leave behind materials. Also, see if the Relay Chair will be delivering Picture A Cure messages, this is a great opportunity to combine efforts!

**ACT! Fundraising Chair:** Invite your Member of Congress to attend an ACS CAN House Party and charge admission for a donation to ACS CAN. You could even ask your Member of Congress if he/she will take pictures with everyone who paid for entry. After the event, you can send these pictures to your donors in a Thank You note.

**ACT! Relay Chair:** Spend this month working with your Relay/Advocacy chairs to deliver Picture A Cure messages to district congressional offices. Coordinate with your Media Chair if there are stories that would be suitable for media interest.

**ACT! Media Chair:** Work with staff lead to engage in local media activities during congressional summer recess and prepare for upcoming ACS CAN Leadership Summit and Lobby Day.

# August 2010

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## ACS CAN Leadership Summit & Lobby Day

**State Lead Ambassador & ACT! Lead:** Attend Leadership Summit & Lobby Day in Washington, DC. And while you're in Washington, consider sending an email or two to your team back home. Keep them up to date on important new information from the leadership summit, and how your lobbying efforts went. Also, with your staff partner begin to prepare for the upcoming state legislative session. While you are all together in DC, this is a great opportunity to brainstorm about trainings, communication and materials you will need to prepare your state volunteers for 2011 legislative activities.

**ACT! Lead:** Before you leave for Washington, DC, work with your ACT Team to plan an at home lobby day event. This could be anything from a rally at your Members district office to candle light vigil in a town square. Either way, make it something that shows our elected officials that we are fighting back in DC and back home!

**ACT! Action Chair:** Work with your ACT! Lead and staff partner to plan an at home lobby day event. This can be a way to recruit new volunteers in your congressional district to become part of the ACS CAN army.

**ACT! Fundraising Chair:** Work with your ACT! Lead and staff partner to plan an at home lobby day event. This is a great way to recruit new ACS CAN members in your congressional district. Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for tips and ideas.

**ACT! Relay Chair:** Coordinate Lobby Day at Home activities with your Relay/Advocacy chairs to reinforce the messages delivered on the Hill. Also, work with your ACT! Lead and staff partner to plan an At Home Lobby Day event. Work with your RFL communities to get involved in our grassroots efforts, what better way to show our elected officials the power of our grassroots muscle than with Relay volunteers!

**ACT! Media Chair:** Work with staff and ACT! Lead on Lobby Day outreach opportunities. Utilize template materials (press release, letters to the editor) to highlight local participation in Lobby Day either to preview or summarize the visit. Also, work with your ACT! Lead and staff partner to plan an At Home Lobby Day event. Make sure that the local media is aware of our presence both in Washington, DC and back in the district.

# September 2010

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## Breast Cancer Awareness Month

**State Lead Ambassador:** Work with your staff partner to come up with state and federal legislative accomplishments your state has made in the fight against breast cancer. These can be grassroots successes or lobbying efforts. Share the results with your Society partners at an upcoming Making Strides Against Breast Cancer Walk or work with the media chairs to share these successes with the local media.

**ACT! Lead:** Hold ACT team coffee hour, potluck or dinner in a smoke free restaurant to share news and information with team from lobby day. Ask your team members to follow up with your Member of Congress by writing a letter to their Health LA. Also, this is a good time to begin planning with your team for the next year and the 112<sup>th</sup> Congress. Make sure to visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to see what materials and legal guidance is available for the mid-term elections.

**ACT! Action Chair:** Work with your staff partner and ACT! Lead to hold a coffee hour at a local ACS office for new ACS CAN members in your district. Invite them to join you for refreshments and to learn more about what ACS CAN is doing in your state and district. Also, visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for information about advocacy efforts in the fight against breast cancer. See if your state legislators are having town hall meetings, and organize ACS CAN members to attend and ask cancer or breast cancer related questions. (Again, this is an election year, so be sure to visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal guidance!)

**ACT! Relay Chair:** Participate in Making Strides Against Breast Cancer walk advocacy activities and coordinate delivery of petitions to district congressional offices.

**ACT! Fundraising Chair:** Use the current ACS CAN Ads and ask your local newspaper for free ad space. The more people that see the ACS CAN ads, the more will join!

**ACT! Media Chair:** Find ways to incorporate advocacy messages into Making Strides Against Breast Cancer media materials. Consider working with your staff lead to draft and pitch a Breast Cancer Awareness Month advocacy-focused letter to the editor.

# October 2010

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## 2010 Election and the Great American Smokeout

**State Lead Ambassador and ACT! Lead:** Contact your new Members of Congress to education them on ACS CAN's legislative issues. Work with your staff partner and visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to find ACS CAN's 112<sup>th</sup> Congress priorities, and New Member Outreach efforts. Also, begin to work with your staff partner to begin planning your grassroots strategy for 2011. Consider important legislative priorities at both the state and federal level, and develop a plan for how to best utilize your volunteer networks successfully.

**ACT! Lead:** You can also consider involving your Member of Congress in Great American Smokeout events in your district. Work with your staff partner to determine an appropriate event to hold.

**ACT! Action Chair:** Work with your staff partner and ACT! Lead to reach out to new state legislators in your district. Outline ACS's state legislative priorities for 2011. Also work with you staff partner and SLA to begin planning for your 2011 state legislative session. Before the holiday rush you can hold a training for new ACS CAN members on your state's 2011 legislative priorities. Finally, work with your ACT! Lead and staff partner to plan an event for the Great American Smokeout. Invite new ACS CAN members to attend, and make sure to keep a list of attendees to thank them and invite them to future ACS CAN events in the district.

**ACT! Fundraising Chair:** Thanksgiving is all about giving thanks. Write thank you notes to the ACS CAN members in your state for making such a difference in the fight against cancer.

**ACT! Relay Chair:** Coordinate delivery of petitions to district congressional offices.

**ACT! Media Chair:** Welcome new Members of Congress by working with a staff lead to draft a letter to the editor that lays out the ACS CAN federal priorities. Support media outreach for Great American Smokeout advocacy activities.

# November 2010

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## Holiday Season

**State Lead Ambassador:** Work with your staff partner to send an email or letter out to all ACS CAN volunteers in your state highlighting your state and federal accomplishments for 2010. Make sure to thank these volunteers for their hard work and commitment to ACS CAN!

**ACT! Lead:** Hold ACT team holiday party, coffee hour, or dinner to share news and information with team. Make this a true celebration, and thank your team members for all their hard work throughout 2010!

**ACT! Action Chair:** Work with your staff partner, ACT! Lead and Relay chair to involve new ACS CAN members in your district's holiday party. Consider ways to bring in new volunteers in to the ACS CAN family. Send a holiday card to key state legislators and state legislative champions in you district thanking them for their support and reminding them that you are a resource during the session on issues that affect cancer patients.

**ACT! Relay Chair:** Have your Relay chairs send holiday cards to Members of Congress, and include information about ACS CAN's 2011 legislative priorities.

**ACT! Fundraising Chair:** Organize a group of Carolers to sign ACS CAN music to friends and family. Donors can pay \$10 to pick a song and have you and/or a troupe of singers visit their loved one or friend and sing song or message to them.

**ACT! Media Chair:** Work with staff lead to pitch end-of-year news articles or letters to the editor. Utilize the slow news month to schedule lunch or coffee with local reporter contacts to start talking about upcoming state/ federal legislative sessions.

# December 2010

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## 112<sup>th</sup> Congress convenes and state legislative sessions begin

**All Ambassadors:** Sign up with all your Congressional web sites or offices to receive newsletters, emails and important updates from your Members of Congress. Work with your staff partner to see if you can do the same with your state legislators.

**State Lead Ambassador:** Email ACS CAN's federal priorities to the Health Legislative Assistant (Health LA) of both your Senators. Find time this month to meet with or hold a conference call with all your state's ACT! Leads to plan for the President's State of the Union Address and the President's Day Recess activity. Also, work with your staff partner this month to finalize ACS's state legislative priorities, work with your ACT! Leads and Action Chairs to organize upcoming volunteer action on state priorities.

**ACT! Lead:** Email ACS CAN's federal priorities to the Health Legislative Assistant (Health LA) of your Member of Congress. Meet with all team chairs to plan for upcoming events, including the President's State of the Union Address the President's Day Recess.

**ACT! Action Chair:** Email all state legislators in your district with ACS's state legislative priorities. Also, work with your ACT! Lead and staff partner to set up meetings with key legislators and legislative champions in your district to discuss priorities for the new session.

**ACT! Fundraising Chair:** Create an I CAN Page and send an email to 10 people who you think need to learn about ACS CAN and ask them to become a member. Materials will be available to you at [acscan.org/volunteer](http://acscan.org/volunteer) structure to customize your I CAN Page for the inauguration.

**ACT! Relay Chair:** Visit the [www.acscan.org/relay](http://www.acscan.org/relay) to find out what's happening with advocacy through Relay in 2011.

**ACT! Media Chair:** Work with staff leads to send letters to the editor regarding state and/or federal priorities for upcoming legislation sessions. (Be sure to utilize the newest Cancer Facts and Figures report released in January for 2010.)

# January 2011

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## President's Day Congressional Recess

**State Lead Ambassador:** How did cancer research and control funding fare in the President's budget proposal? Email your Senators with a response, and urge them to support ACS CAN's funding levels when the budget resolution debate begins in the Senate. February is also a great time to set a plan in place for regular meetings with your ACT! Leads. Work with your staff partner to put a plan in place, whether it involves monthly conference calls or bi-monthly in person meetings, figure out what works best for your state and volunteers. Begin to work with your staff partner to plan for your upcoming state lobby day. Create a plan for volunteer engagement around your legislative asks.

**ACT! Lead:** Find out how cancer research and control funding fared in the President's budget proposal. Email your House Member with a response, and urge him/her to support ACS CAN's funding levels when the budget debate begins in the House. Also, Members will be home during President's Day Recess, this is a great time to organize your team to meet with you Member in the district. Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to learn more about what ACS CAN is doing in this fight!

**ACT! Action Chair:** Members will be home during President's Day Recess, work with your ACT! Lead to organize ACS CAN members to do rolling drop by's to the Member's district office. Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to learn more about what ACS CAN is working on in February.

**ACT! Fundraising Chair:** Host a house party. Charge an admission fee, which can be donated directly to ACS CAN and visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to get ideas on how to raise more money for ACS CAN.

**ACT! Relay Chair:** Start working with Relay/Advocacy community chairs to ensure they have what they need for team captains meetings, and are inviting federal, state and local elected officials to ACS spring events (RFL, Galas, Golf, etc.) Make sure to visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for legal rules and regulations when contacting Members of Congress.

**ACT! Media Chair:** Coordinate with staff and ACT! Lead on advocacy efforts during state legislative session to see where media support may be helpful through building relationships with reporters, supporting a press conference or drafting letters to the editor.

# February 2011

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## Colorectal Cancer Awareness Month

**State Lead Ambassador:** Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) to find new tools and information you can use when contacting your Senators about ACS CAN's colon cancer initiatives.

**ACT! Lead:** Hold an ACT team coffee hour, potluck or dinner in a smoke free restaurant to share news and information with your team. This will be a good opportunity to begin planning for the upcoming Spring Congressional Recess. Visit [acscan.org/volunteerstructure](http://acscan.org/volunteerstructure) for information on the date and suggested activities.

**ACT! Action Chair:** Work with your ACT! Lead and staff partner to find out the federal government's proposed budget for FY10, see what your district needs to do to ensure life-saving cancer research and control funding is included. Also, is your state working on legislation to ensure colon cancer screenings are available to all residents? If so, work with your staff partner to find out what grassroots activities you can do during colon cancer awareness month to bring attention to the legislation!

**ACT! Fundraising Chair:** Visit [www.acscan.org](http://www.acscan.org) and look at the federal government's proposed budget. Is lifesaving cancer funding missing? Recruit 5 new ACS CAN members so they too can make their voices heard in the fight against cancer.

**ACT! Relay Chair:** Reach out to your Relay/Advocacy Community Chairs to see how they can integrate ACS CAN's colon cancer legislative work in to this month's team captains meetings.

**ACT! Media Chair:** Contact your staff lead to see if lifesaving cancer funding is missing in the federal governments proposed budget and consider writing and pitching a letter to the editor. Also, March is National Colorectal Cancer Awareness Month – a good time to pitch reporters about the federal colon cancer screening bill or any state legislative efforts around colon cancer.

# March 2011

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