

Time for **Action** 



Join ACS CAN



2018
Lead Handbook

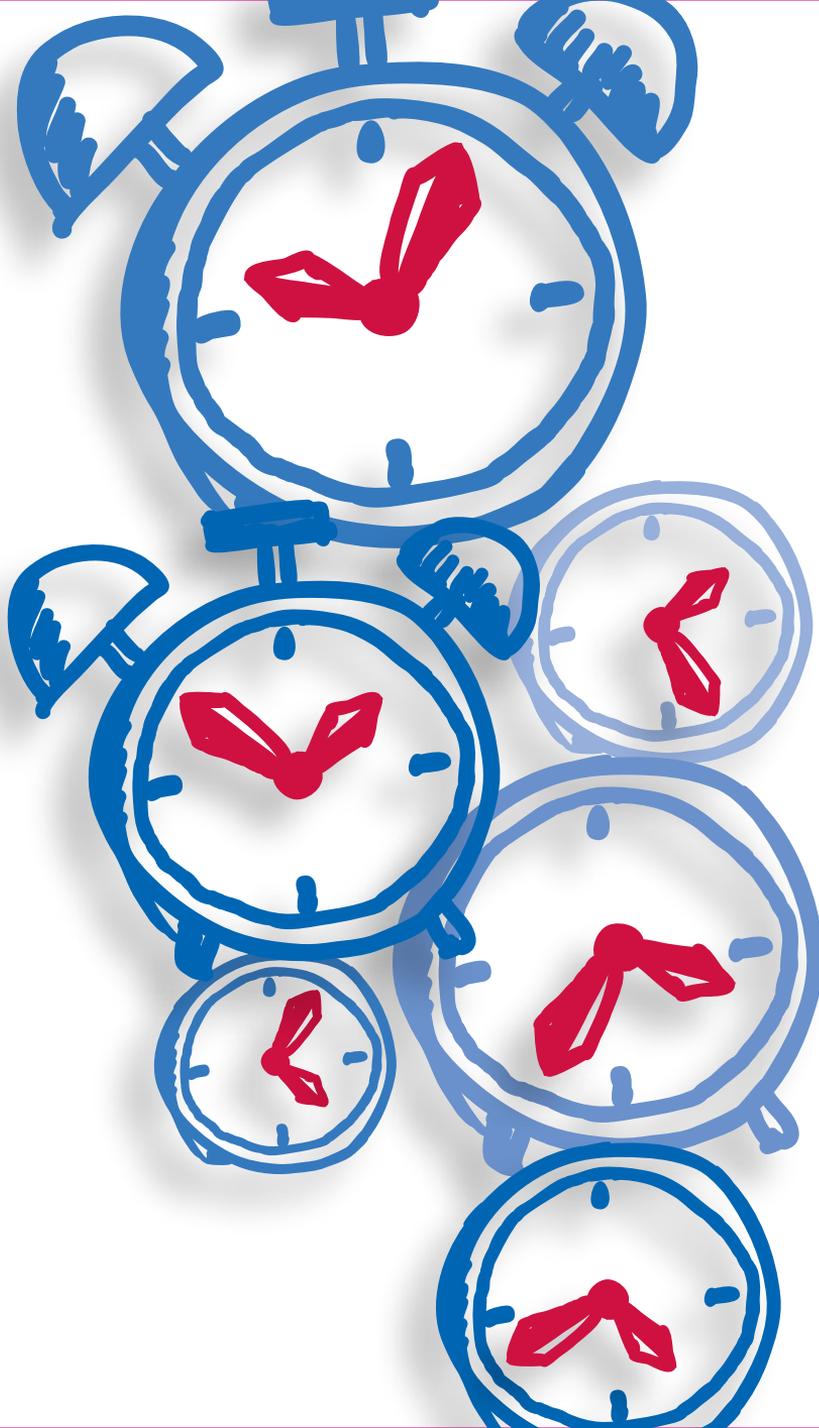




Membership

Membership





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YOUR VOICE.

The fight against cancer is a growing nationwide movement, and every voice matters.

The American Cancer Society Cancer Action Network, ACS CAN, is the advocacy affiliate of the American Cancer Society and speaks out for cancer patients and their families at all levels of government. ACS CAN and its members are working to make cancer a national priority.

Putting an end to cancer is an enormous undertaking, which is why we need as many people as possible to speak up and let Congress and other elected officials know we are not backing down.

YOUR STORY.

ACS CAN helps you tell your story so elected officials understand how important cancer-related issues are to their constituents. Everyone has a story about how cancer has affected them, and ACS CAN wants to make sure all those voices are heard. Our volunteers share their stories at lobby days, via email or phone calls, and on the ACS CAN website.

The personal experiences of ACS CAN volunteers make a very powerful statement in the fight against cancer. ACS CAN amplifies our voice by combining your story with those of other people in your community and around the country. Together, these stories make a real difference.

YOUR FIGHT.

Together with our members and volunteers, we are working to make sure elected officials are doing all they can in the fight against cancer by:

- Fighting to increase cancer research funding
- Supporting smoke-free and tobacco-free laws and higher tobacco taxes
- Advocating for funding for programs that provide lifesaving screening and treatments
- Ensuring that everyone has access to quality health care
- Advocating for laws to ensure cancer patients have access to care that will improve their quality of life

To find out the latest information about our fight against cancer, visit us at acscan.org/relay.

Frequently Asked Questions

What's the difference between the American Cancer Society and ACS CAN?

ACS CAN is the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society. It was created to enable the steady growth of advocacy efforts that aim to eliminate cancer through legislative action. ACS CAN takes the fight against cancer to the halls of Congress, state capitols and city halls.

How will ACS CAN do its part in eliminating cancer?

Among other legislative activities, ACS CAN will:

- Create and distribute voter guides, detailing candidates' positions on specific health-related issues, to ACS CAN volunteers and donors
- Host debates, town forums, and other events around the country where candidates' views on cancer-related issues are tested and discussed
- Engage in more active lobbying on cancer issues for all constituents
- Educate the public and media more directly about cancer and the legislative agenda impacting cancer
- Hold lawmakers accountable for their votes and voiced opinions regarding cancer issues

Does ACS CAN have a membership program and does it cost anything?

By becoming a member of ACS CAN, you join a nationwide grassroots organization dedicated to eliminating cancer. As a member, you will receive regular electronic newsletters to keep you informed and up-to-date on all of ACS CAN's progress. You may also be contacted to attend ACS CAN events, or be sent action alerts on important legislative issues asking you to take action by writing a letter, sending an e-mail, or making a phone call to an elected leader. The small \$10 donation will fund ACS CAN legislative advocacy efforts to increase government funding of cancer research, prevention, and treatment programs. This fee also allows ACS CAN to issue advertisements and create constituent voter guides to put pressure on elected officials. Please note that donations to ACS CAN are not tax deductible.

Can I invite a lawmaker to my Relay for Life event?

Yes. You may invite legislators or other government officials who are not candidates to speak at or participate in a Society event, such as serving on an honorary host committee. However, please coordinate with your ACS CAN colleagues before inviting the government official. ACS CAN staff will help you follow the applicable laws and regulations, such as the ethics rules that govern what food, entrance tickets, etc. may be given to that official, and get in touch with the Advocacy Legal Team if necessary.

If a lawmaker is also a candidate at the time of the event, you may invite the lawmaker to attend the event as a non-candidate, as long as the following criteria are met:

- The individual is chosen to speak solely for reasons other than his or her candidacy for public office (for example, the individual has been a longstanding supporter of funding for cancer research, or the event is located in his or her district)
- The individual speaks only in a non-candidate capacity
- Neither the individual nor the Society makes any mention of the candidacy or the election, and, in any communications associated with the event, the Society clearly indicates the capacity in which the candidate is appearing (e.g., as the local congressman)
- No campaign activity occurs at the event or in connection with the candidate's attendance
- The Society maintains a nonpartisan atmosphere at the event where the candidate is present

Will ACS CAN take sides in the political arena?

No. ACS CAN is a nonpartisan organization that operates on a free-form, ideological basis aiming to find a cure for cancer on behalf of its constituents. ACS CAN will not:

- Expressly endorse or advocate defeat of political candidates or political parties
- Form Political Action Committees (PACs)
- Contribute money to or on behalf of political candidates

How do I find out more?

Please visit www.acscan.org for more information and answers.

Contributions or gifts to ACS CAN, Inc. are not tax deductible.



We are an **ACS CAN Club** **Relay For Life** *event.*

Nationwide ACS CAN Club Program

The Nationwide ACS CAN Club program is an excellent way for Relay For Life events and teams to get recognized for ACS CAN membership recruitment. This program is a proven successful strategy to increase our grassroots power in the fight against cancer.

Why ACS CAN?

The American Cancer Society Cancer Action Network (ACS CAN) is the leading advocacy organization giving a voice to cancer patients and their families at the local, state and federal levels of government. Decisions are made EVERY DAY that could help us prevent, treat and find cures for cancer — ACS CAN is the grassroots movement that will do whatever it takes to put an end to cancer as we know it. Memberships help ACS CAN fund national and statewide campaigns to encourage candidates and lawmakers to become champions for cancer research and policies that will help prevent and treat cancer more effectively.

ACS CAN Club National Standards

There are a couple of ways the ACS CAN Club can be implemented. Regions may choose to implement this recognition program at the event level, at the team level, or both. Separate materials will be developed that promote the team and event program individually. Below is a brief list of MINIMUM standards that are required for each level of recognition.



ACS CAN Club: Event Level Recognition

The ACS CAN Club program is easy to implement and will give your Relay For Life events a significant role in helping to reach the mission of our organization. The standards listed below are MINIMUM standards. Communities/Events/States/Regions may increase the goals set if desired.

- Designate a volunteer or staff member to track results and distribute ACS CAN Club materials*
- Recruit at least 40 ACS CAN members per event

ACS CAN Club: Team Level Recognition

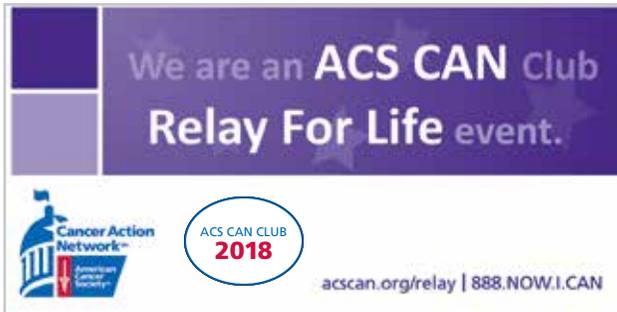
The ACS CAN Club will also be available at the team level. The standards for team level ACS CAN Club recognition include:

- Designate a volunteer or staff member to track results and distribute ACS CAN Club materials*
- Each CAN Club team will recruit at least 10 ACS CAN members

**If there is an ACS CAN Lead in place, this individual should be assigned this responsibility.*

Nationwide ACS CAN Club Recognition Program

All events that reach the MINIMUM standards for the ACS CAN Club program will receive a banner (pictured below) and a sticker that indicates the year of the accomplishment. Events that reach the ACS CAN Club standards in progressive years, will receive a sticker each year they achieve the goals set by the program. The sticker will include the appropriate year each year the standards are met. Events that reach 40 ACS CAN members before their t-shirt order deadline have the opportunity to have the ACS CAN Club logo on the back of their event t-shirt.



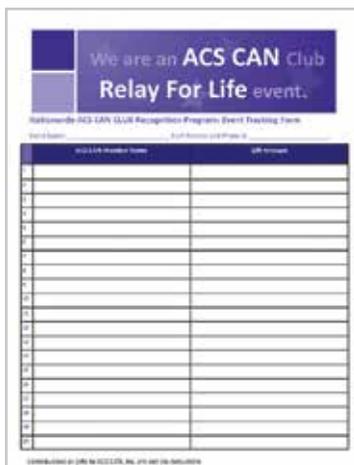
All teams that reach the MINIMUM standards for the ACS CAN Club program will receive an ACS CAN Club button for each team member.

Nationwide recognition will be standardized, however, if communities/states/divisions have other ways to recognize ACS CAN Club teams and events that are NO COST options (such as an ACS CAN Club lap, mention on event web page, etc.), that is perfectly acceptable and encouraged.



ACS CAN Club Tracking Guidelines

To the right is a picture of a very simple tracking form for ACS CAN Club event recognition. A similar form is available for team-level tracking. You may get both forms from your ACS CAN staff partner or by visiting www.acscan.org/relay.



The form is titled "We are an ACS CAN Club Relay For Life event." and is labeled as the "ACS CAN Club Recognition Program Event Tracking Form". It includes fields for "Event Name:" and "Event Dates and Place:". Below these is a table with two columns: "ACS CAN Member Name" and "Lifes Saved". The table has 15 rows for data entry. At the bottom, it states "©2010 American Cancer Society, Inc. All rights reserved."

ACS CAN Member Name	Lifes Saved

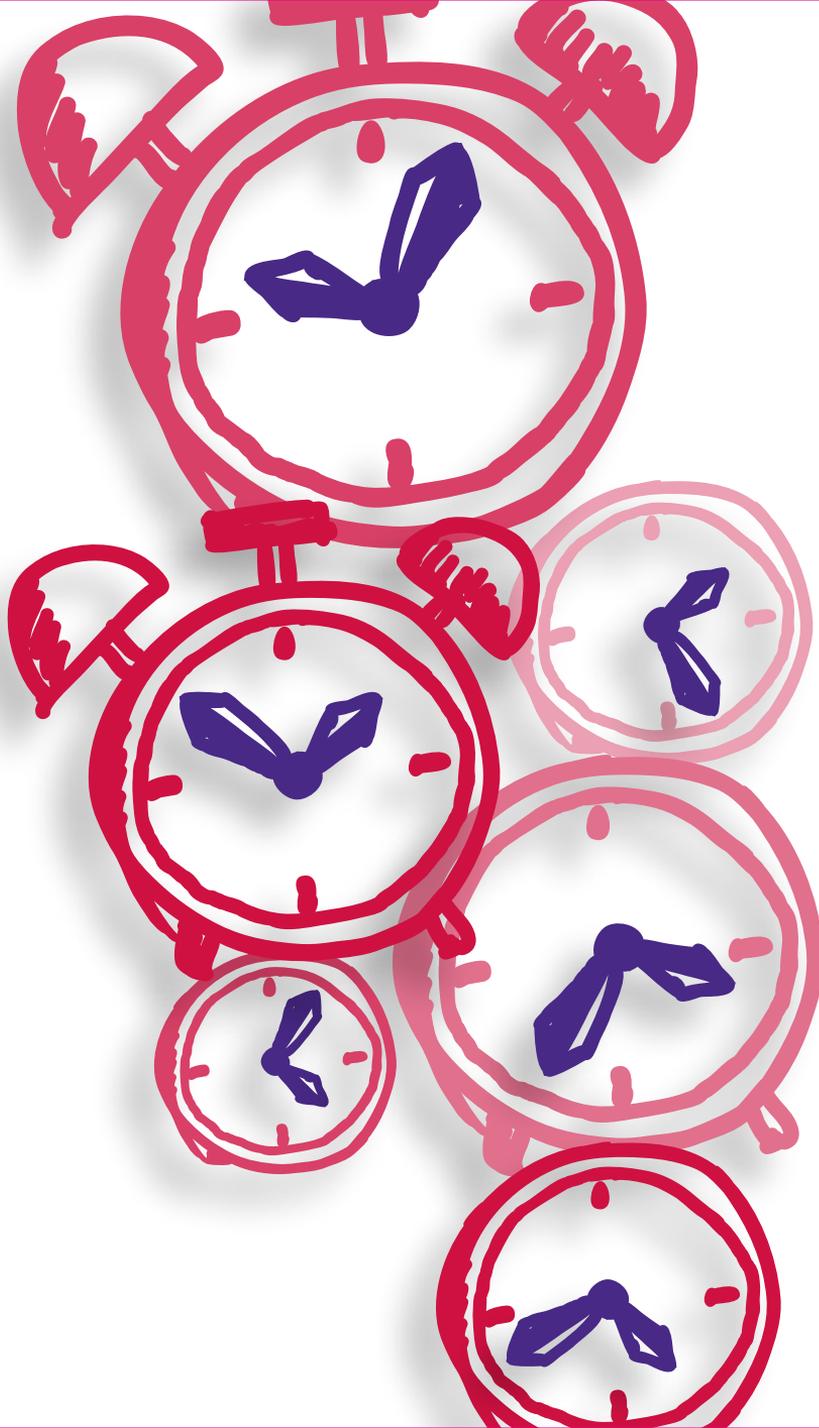




Mobilize

Mobilize





Mobilize



Recruitment Quick Facts!

What is ACS CAN?

- ACS CAN is the leading advocacy organization for all those touched by cancer – fighting for cures at all levels of government.
- ACS CAN is a movement of survivors, caregivers, and people who care about cancer and are committed to working to make the fight against cancer a top national priority.
- ACS CAN is able to hold our elected officials accountable for their position on issues impacting cancer by producing voter guides.

ACS CAN and Research — The Millions Versus the Billions

- The American Cancer Society is the second-largest funder of cancer research.
- The Federal government spends the most on cancer research each year – in fact, the government spends BILLIONS of dollars each year.
- None of us are more than One Degree from someone with cancer – whether it's a friend or family, or ourselves directly. There is perhaps no better way for Congress to demonstrate support for the fight against cancer than by funding advancements in research.
- Over the last two years, Congress has demonstrated its commitment to the fight by passing the 21st Century Cures Act, funding the Cancer Moonshot Initiative, and increasing cancer research funding year over year.
- Right now, we are at a point where advancements in research are saving more lives than ever. We are beginning to win this fight, and it's critical that we keep this momentum going forward.

ACS CAN and Quality of Life

- ACS CAN is working to pass federal legislation to improve the lives of cancer patients by making treatment of their pain and other symptoms and coordination of their care a standard protocol during their treatment.
- Improving quality of life for cancer patients during and after their treatment is one of the American Cancer Society's main priorities.

ACS CAN and Early Detection

- It is a priority for ACS CAN to get laws passed that ensure everyone has access to proven screening methods such as mammography.
- The National Breast and Cervical Cancer Early Detection Program (NBCCEDP) has been an effective delivery model for cancer care in this country since Congress established it in 1990. Since its inception, the NBCCEDP has provided more than 12.3 million screening exams to more than 5.3 million women, detecting more than 63,293 invasive breast cancers and 20,349 premalignant breast lesions, 4,360 cervical cancers and 199,599 pre-malignant cervical lesions. However, due to chronic underfunding and previous cuts in the program, the program is currently only reaching one in 10 eligible women.
- ACS CAN is also committed to ensuring that everyone has access to colon cancer screening – a cancer that can be caught early and treated effectively when it is.

ACS CAN and Tobacco

- ACS CAN led the fight to have the Food and Drug Administration regulate tobacco as a drug.
- ACS CAN won the fight to increase the federal tobacco tax to 62 cents, the largest single increase ever.
- This increase will mean a 4 percent decrease in overall cigarette consumption and 1.9 million children will not start smoking.
- ACS CAN also works with the states to fund campaigns to increase their tobacco taxes.



ACS CAN and Smoke-free — Saving Lives

- 25 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands have smoke-free laws in effect that require 100 percent smoke-free workplaces, restaurants, and bars.
- Nearly 60 percent of the United States population is covered by a 100 percent smoke-free workplace, restaurant and bar law.
- One of the most effective ways to deter tobacco use is to raise the price of tobacco products. The average state tax nationwide is \$1.71 per pack.

ACS CAN and Nutrition and Physical Activity

- ACS CAN is working to pass laws to help decrease cancer deaths related to obesity.
- Things we can do to accomplish this goal include: improve school nutrition standards; increase the quality and quantity of physical education in schools; reduce marketing of unhealthy foods and beverages to our youth; increase investments in interventions to reduce overweight and obesity; improve nutrition and increase physical activity opportunities.

ACS CAN and Health Care Reform

ACS CAN is committed to making sure all Americans have access to quality, affordable health coverage and will continue to fight to ensure the issues facing cancer patients – such as pre-existing conditions – are considered when any debate about Health Care Reform is occurring.

ACS CAN Lead

Lead role:

The ACS CAN Lead's primary responsibility is to recruit ACS CAN members and engage Relay For Life participants in fighting back through advocacy. The ACS CAN Lead aims to educate Relay participants and the community about legislative efforts aimed to eradicate cancer and to recruit a grassroots army of advocacy volunteers.

Specific tasks can include:

- Become an ACS CAN member.
- Recruit Event Leadership Team, Team captains, participants, and volunteers to join ACS CAN.
- Ask the Event Leadership Team, Team Captains, participants, volunteers, and community to take action on ACS CAN's legislative priorities.
- Ensure that Event Leadership Team includes and considers advocacy education and activation in their plans by including ACS CAN education, celebrations, and member recruitment in their agenda when Relay participants are gathered.
- Communicate and disseminate materials provided from ACS CAN to help raise awareness about cancer-related legislative priorities and to recruit ACS CAN members.
- Be willing to help mobilize Relay participants on ACS CAN's legislative priorities, be able to articulate the benefits of becoming a member of ACS CAN, and be sure all Event Leadership Team and members and Team Captains can do the same.
- Collaborate with Registration Lead and Accounting Lead to track ACS CAN membership forms/fees.
- Promote ACS CAN Club and work with Recognition Lead to recognize members.

Jump Start Each Month with One of These Engagement Ideas!

- January - Jump start the new year with an ACS CAN Recruitment Challenge for your Relay For Life community.
- February - Make sure an ACS CAN ask is included in your events kickoff or take advantage of other Relay activities this month to talk about ACS CAN.
- March - Set up a way for Relayers to respond to an action alerts at a Relay gathering or meeting.
- April - Are you ready for Relay? Work with your ACS CAN staff to get the supplies you need for day of event.
- May - Use #ACSCAN and share photos from the day of Relay.
- June - Wish all survivors happy national survivors day and give them the opportunity to join ACS CAN.
- July - Find legislators at a parade and introduce yourself as an advocate for ACS CAN.
- August - work with your ACS CAN Grassroots staff to help deliver petitions or visit a lawmakers office.
- September - Set up a Lead By Example Challenge for your events ELT. Get all your event leadership to join ACS CAN.
- October - Work with your staff to find other Relays that want to hear more about ACS CAN and schedule a time to meet with the group
- November - Organize a challenge for Relay For Life teams to recruit new ACS CAN members
- December - Use #ACSCAN and share an action alert on social media



ACS CAN Lead Planning Tool

Get Ready!

Visit acscan.org/relay. On this site, you will find lots of information that will help you plan ACS CAN efforts through your Relay For Life event. If you are a new ACS CAN Lead for your event, you should also take the online training posted on this page. You will want to visit this page often, as tools and resources are updated to help you be successful.

Get Set!

My ACS CAN membership recruitment goal through my Relay For Life is:

TIP: Find out what your event did last year and use that as a benchmark. If you are starting fresh consider setting your goal between 10-20 members. Or, you may want to take the ACS CAN Club Challenge and set your goal at 40 so you will be recognized as an ACS CAN Club event.

I know I can accomplish more with help. I am going to ask the following people to join me:

1. _____
2. _____
3. _____

What are my events biggest advocacy accomplishments from last year?

1. _____
2. _____
3. _____

What would I like to improve for this year?

1. _____
2. _____
3. _____

What are my top priorities?

1. _____
2. _____
3. _____

***Tip:** Pick things that you are able to measure and celebrate with your whole committee like joining the ACS CAN Club or having 100 people fill out the research petition online.*

Gooooo!

Work with the Event Leadership Team to put ACS CAN on the agenda for all meetings and Relay-related events.

Meeting Date: _____

Location: _____

Get comfortable with the ACS CAN scripts, put them in your own words, and start asking fellow Relayers to join! Scripts can be found at acscan.org/relay. Write your personal story about how cancer has touched your life here:

Work with the logistics lead to make sure ACS CAN activities have a time and place scheduled at the event.

Camp site location: _____

Stage Announcement Times: _____

Sign and Banner Placement: _____

Volunteers to help with ACS CAN Activity:

Work with your staff partner to make sure ACS CAN materials are ordered for your event.

Staff Partner Contact Information: _____

State Lead Ambassador Contact Information: _____

Grassroots Staff Partner: _____

Work with your committee to plan the ACS CAN activity details for the event day.

Celebrate VICTORY!

- Report how many joined ACS CAN.
- Report how many petitions were signed and how the petitions were used to impact lawmakers.
- If you reached ACS CAN Club status, be sure to find a special way to celebrate that achievement.

As the ACS CAN Lead for your Relay For Life event, you are part of something that will help us end cancer. Your work is appreciated! After completing this planning tool, take a minute to celebrate how much you and participants at your event can do to make your voices heard and make a huge difference in the fight against cancer.

Resources

On-Line Resources

www.acscan.org/relay

This is a page where Relay For Life participants can go to find additional resources, such as tool kits and campaign information, and to take action and share their activities with other volunteers.

Relay ACS CAN Lead Online Training

Visit acscan.org/relay and click on the Relay ACS CAN Lead Training button for all you need to know about your role.

www.acscan.org

Visit this site for more information on the Federal and State Campaigns in which ACS CAN is involved.

Facebook, Twitter and Instagram

Join one or all of these social networking tools and learn what other ACS CAN friends are doing, thinking, and talking about. When posting on social media please consider using hashtags: #ACSCAN.

ACS CAN YouTube Channel

To view videos about ACS CAN, visit the ACS CAN YouTube Channel.

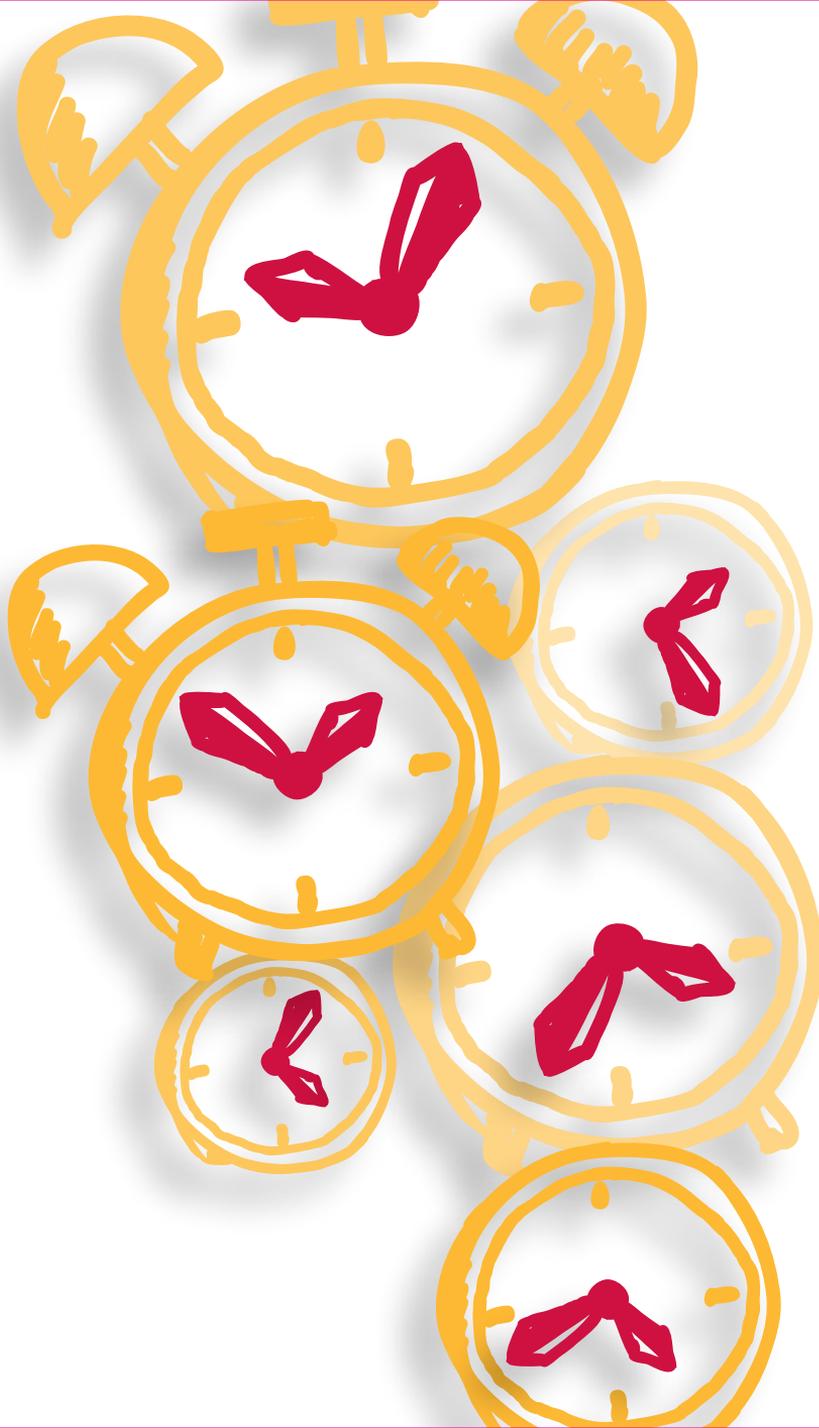




Campus Advocacy

Campus Advocacy





Campus Advocacy



Advocacy through Colleges Against Cancer (CAC) and High School Relay

A Perfect Fit

CAC is a nationwide collaboration of college students, faculty, and staff dedicated to eliminating cancer by initiating and supporting programs of the ACS and ACS CAN on college campuses. CAC has four pillars: Relay For Life, Survivor and Caregivership, Cancer Education, and Advocacy. Each pillar enables college students to battle cancer on their campuses through different venues- organizing a Relay For Life event, giving hope to survivors and caregivers teaching students about cancer prevention, or conducting letter writing campaigns to elected officials.

Young adults, especially CAC advocates and High School Relayers, are important members in the fight against cancer. By fighting for laws that protect cancer patients and fund cancer research, college students can help make a difference in millions of peoples' lives. Colleges Against Cancer chapters allow students' voices and concerns on cancer control issues to be heard at local, state and federal levels.

Getting Started

ACS CAN Lead

One way to maintain an advocacy presence in your CAC is through your ACS CAN Lead. The ACS CAN Lead aims to increase awareness of ACS CAN legislative priorities by developing projects and events suitable for the campus community as well as your CAC committee.

ACS CAN Leads are responsible for overseeing ACS CAN efforts on their campus. For more details, see ACS CAN Lead Job Description on page 12. Here are some campus-specific examples of duties the ACS CAN Lead could perform:

1. **Goal setting.** For example, a school could set a goal of recruiting 40 ACS CAN memberships and the ACS CAN Lead will accomplish it by asking out ELT to sign up and reaching out to survivors and past ACS CAN members.
2. **Marketing.** The ACS CAN Lead could reach out to survivors with personal letters as a form of marketing ACS CAN as well as utilize social media to explain the importance of joining ACS CAN.
3. **Membership Drives and making the ask.** Often the ACS CAN Lead will arrange for a volunteer to make a passionate speech/ask at their Kickoff event that will challenge everyone in the room to sign up as a member.
4. **Being informed.** Work closely with ACS and ACS CAN staff to stay connected to local, state, or federal campaigns. The ACS CAN Chair could get their CAC chapter and student body involved with campaigns that impact fellow students and the fight against cancer.

Resources for Campus events:

ACS CAN, ACS, and CAC also have important websites that are filled with information, resources, and guidebooks to create successful advocacy activities. Explore the following sites to find any other information you may need!

<http://campus.relayforlife.org/>
www.acscan.org/collegesagainstcancer
www.acscan.org/relay
[www.Facebook.com/CACRFL](https://www.facebook.com/CACRFL)
[www.Facebook.com/ACSCAN](https://www.facebook.com/ACSCAN)

Best Practices

There are many ways you can become involved in advocacy on your campus. We've included some examples to get you started! The opportunities are endless and the following are just examples. Feel free to tweak and be creative since you know what will work best on your campus!

- **Funding for Cancer Research:**

- Easy: Petition signing for increased cancer research funding. Work with your staff partners to make sure these are collected and share with lawmakers. In some cases, you might even have the opportunity to help deliver the petitions and share why cancer research funding is important to you.

- **Relay Advocacy Best Practices:**

- Easy: Include advocacy updates at your committee meetings, team captain meetings and participant emails.
- Easy: Play ACS CAN promotional videos at your committee and team meetings for a mission moment. Use the video to tell the ACS CAN story and then ask people to become members.
- Easy: Back to School Activities Fair — Host a CAC table at your schools back to school or student organization fair. Sign up new CAC members, sign petitions, and recruit ACS CAN members.
- Intermediate: Make your goal BIG! Try to become an ACS CAN Club Relay by recruiting 40 ACS CAN members over the course of your Relay planning year and at your Relay event. Make a VIP tent for people that are ACS CAN members with free refreshments you get donated. Give people access to the tent as an incentive to get them to sign up to be ACS CAN members before or at your Relay For Life.

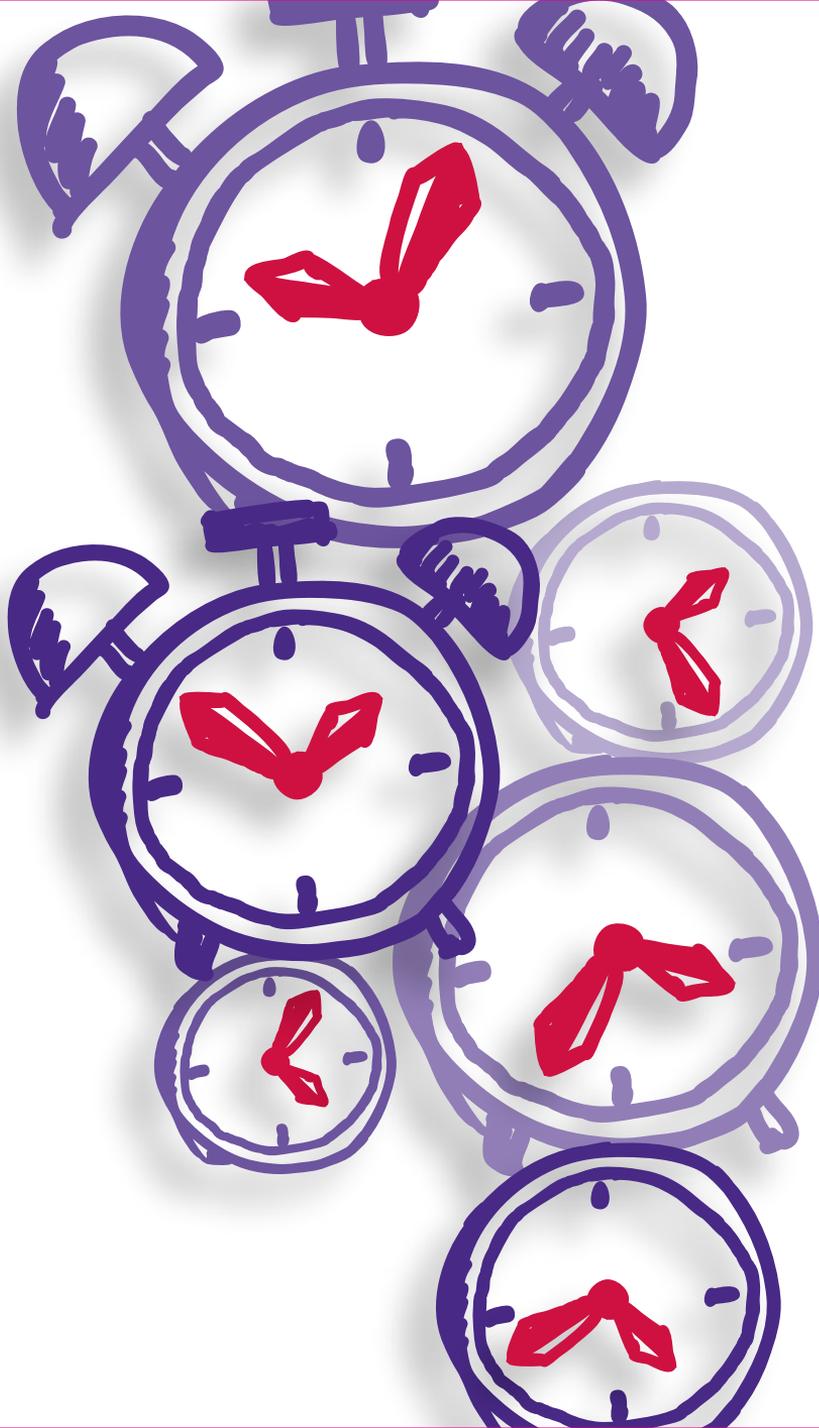
- Intermediate: Participate in the American Cancer Society’s Great American Smoke Out. Add an advocacy component by having students sign petitions to raise the tobacco tax or make your campus a smoke-free campus. Pass out suckers with tobacco facts and give out “Kiss Me, I’m Smoke-Free” stickers.
- Intermediate: ACS-CAN Café — Have a tent dedicated to advocacy at your Relay where attendees can fill out petitions, take online action, learn about what is going on in their state legislature, and sign up to be an ACS CAN member.
- Advanced: Fight Back Ceremony — This is a powerful ceremony that serves to inspire Relayers to take action. Pick a talking point, either a federal campaign, state campaign, or something that may be going on at your school. Encourage participants to make a commitment to save a life by signing a banner, filling out a pledge card, or informing them about the opportunity to attend their State Lobby Day opportunity.
- Advanced: Participant in your state’s Day at the Capitol — Almost every state has its own lobby day to bring attention to legislation ACS CAN is supporting. CAC members and other students will have the opportunity to share their story with lawmakers.

Advocacy Post-Graduation

Advocacy on cancer-related legislation does not need to end when you get your diploma! ACS and ACS CAN events happen in communities across the country. Becoming a member of ACS CAN is a great way to stay involved in advocacy efforts, no matter where you end up. You can get involved in advocacy by serving as a part of an Ambassador Constituent Team (ACT! Team) in your congressional district. Talk to your staff member for more ideas on how to stay involved!



Materials



Materials



Support Materials for the 2018 ACS CAN / Relay For Life Cancer Research Funding Campaign

To order the following materials for your Relay For Life event, work with your ACS CAN staff partners.



2018 ACS CAN Relay For Life Petition: These petitions can be collected before, during or after your Relay For Life event. Encourage volunteers to include their contact information so it can be delivered to their member of congress and make a difference in our efforts to support cancer research funding. **50 petitions per pack.**

2018 ACS CAN Relay For Life Lapel Sticker: Give this sticker to members as they join so they can share with others at the event or around the track that they are making their voice heard by joining ACS CAN! **50 stickers per roll.**



Social Media Signs: These signs are designed to make it easy for everyone to show that they support cancer research. These signs can be downloaded and printed desktop or run in quantity as color copies as needed for your event.



ACS CAN Clipboards: Use this Clipboard while in the crowd at Relay For Life events. It provides a surface for Relayers to fill out the ACS CAN membership form and petition. You can store your pens, stickers, cash and completed forms inside the built-in storage compartment.

ACS CAN Relay Guide Book: This book has everything our ACS CAN Leads will need to implement ACS CAN priority activities through their Relay For Life event. **Order one Guide book per event. It can also be viewed online at acscan.org/relay.**







[acscan.org/relay](https://www.acscan.org/relay)