Relay For Life Guidebook

Advocacy Chair

RELAY FOR LIFE
American Cancer Society
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Why is Advocacy Important at Relay?

- The rewards of advocacy can be achieved through many simple, yet effective processes. By involving American Cancer Society (ACS) volunteers in advocacy efforts, there will be a much greater likelihood that elected officials will make cancer-related issues a priority.

- Advocacy and Relay For Life events present an unparalleled opportunity for ACS staff and volunteers to get others in the community involved in the fight against cancer – something that is so desperately needed if we are going to win this battle.

- Relay For Life events provide a perfect venue for sharing information about why the American Cancer Society, as part of its mission, is involved in advocacy efforts and about the successes that we have had in changing policy that affects the lives of those touched by cancer. It also provides an avenue to make contact with volunteers who can take part in advocacy activities year round.

- Relay For Life events can provide a starting point for volunteers to become involved in advocacy efforts that are necessary in communities.

What’s in it for Your Relay For Life Event?

- Relay For Life is conducted not simply to raise funds, but to involve communities in different areas of our organization, give the ACS a stronger community presence, and give communities the opportunity to understand and help achieve the Society’s mission. Advocacy can help with all of this.

- The Society’s advocacy efforts are having an impact in Relay For Life communities. They are good examples of what we are doing as an organization to immediately improve the quality of life of those touched by cancer.

- Advocacy at Relay For Life is an exciting opportunity for volunteers interested in bringing fresh activities to their event. It provides an opportunity to further educate Relayers on the impact their effort in Relay and the Society are having for cancer patients in their communities.

- Advocacy at Relay For Life is a way to empower your volunteers to have a voice with their lawmakers – a voice that will help beat cancer.

- Legislation plays a crucial role in the fight against cancer. If we hope to win this fight, elected officials must learn that American Cancer Society volunteers want legislators to make cancer issues a priority.

Advocacy is a way to ensure that Our Voices Will Be Heard!
American Cancer Society Relay For Life
Volunteer Position Description

Volunteer Position Title
Relay For Life Advocacy Chair

Position Summary
The advocacy chair plans and implements year-round integration of the American Cancer Society’s advocacy agenda and legislative priorities into Relay For Life events, activities, and meetings.

Responsibilities
✓ Serve on the Relay For Life event committee, attend all committee meetings and report back to subcommittee.
✓ Recruit and lead a subcommittee of advocacy and Relay volunteers to assist in completing the major responsibilities associated with the chairperson’s job and day-of event activities.
✓ Work with your ACS cancer control staff partner to learn the advocacy priorities for the year.
✓ Set goal for ACS CAN membership recruitment and promote recruitment at all meetings. Promote acscan.org/relay website.
✓ Attend Team Captains Meetings, Rallies, Kickoffs, etc. to promote advocacy priorities.
✓ Disseminate action alerts at Relay events, activities and meetings.
✓ Coordinate advocacy activities (including laps, announcements, legislator participation) with the Publicity, Logistics, Activities & Entertainment Chairs.
✓ Work with your ACS cancer control staff partner to invite and host elected officials at your Relay.
✓ Help identify and recruit legislative ambassadors.
✓ Involve and engage legislative ambassadors and other advocacy volunteers from your area.
✓ Set up an advocacy table in a highly visible area at the Relay, such as registration area, survivor area, etc. using the materials provided in the advocacy kit (banner & yard sign).
✓ Write thank you notes to advocacy subcommittee members and participating legislators.

Qualifications/Attributes:
Knowledge of and commitment to the American Cancer Society Mission
Knowledge of community
Organized, able to manage and delegate
Communication, listening, and organizational skills
Good interpersonal skills
In this Guidebook, you have been provided timelines, best practices, job descriptions, etc. along with resources and tools. It is highly recommended that you thoroughly read this document for it will provide you with the “know how” to successfully execute your duties.

It is a best practice to have 6 to 8 months to discuss the ACS legislative priorities and plan the advocacy focus of your Relay, however, having 6 to 8 months for planning is not always the case. The million dollar Relay question is “What are the MUST HAVE’S to accomplishing my job”. In the event that significant time has passed for planning and your Relay event is right around the corner, here is a Quick Fact Sheet to your role as an Advocacy Chair.

1. **Work closely with both ACS staff partners throughout the year.**
   The Income Development staff partner is responsible for overseeing the entire Relay and working closely with the event committee. The Cancer Control staff partner is responsible for providing assistance to the Advocacy & Mission Chairs and overseeing all activities related to these two committee positions.

2. **Invite elected officials to your event and serve as host.**

3. **Recruit ACS CAN members.**
   Include advocacy messages and ACS CAN membership recruitment at Team Captain Meetings and Rallies.

4. **Disseminate action alerts at Relay events, activities, and meetings.**

5. **Coordinate advocacy activities (including laps, announcements, legislator participation) with the Publicity, Logistics, Activities & Entertainment Chairs.**

6. **Attend all Relay planning committee meetings.**
   To help keep you “in the know” about the event and the committee “in the know” about the advocacy activities, you need to attend the meetings.

7. **Send thank you notes to subcommittee and participating legislators.**
6-8 Months Out
- Recruit an advocacy subcommittee that will assist in the planning and implementation of Relay-related advocacy activities.
- Meet with ACS cancer control staff partner to discuss the Society’s legislative priorities and advocacy focus.
- Hold advocacy training and orientation for subcommittee members (assistance is available through your ACS cancer control staff partner).
- Determine interactive day-of-event advocacy activities involving Relay For Life participants.
- Attend local Team Captains University (TCU) or Relay University, assisting in the coordination of the advocacy portion of the meeting.
- Set and announce ACS CAN membership recruitment goal for your area.
- Set up an ACS CAN Cancer Advocacy Page (aim to recruit at least 30 members).
- Attend Relay planning committee meetings to report on activities and progress of the advocacy subcommittee as well as provide updates on legislation.

4-6 Months Out
- Develop a plan for accomplishing advocacy priorities through Relay For Life – working with the mission chair, event chair, both ACS staff partners, and any other appropriate committee members.
- Send out an email to friends, family, subcommittee members and team captains asking them to join ACS CAN by driving them to acscan.org/relay. KEEP POSTED! Throughout the year, this site will be updated with tools to make it easier to recruit members to ACS CAN.
- Work with your ACS cancer control staff partner to order the advocacy at Relay materials.
- Attend team captain meetings, rallies, and event kickoff to promote advocacy activities, provide legislative updates, and ask people to pledge to join ACS CAN (show the ACS CAN promotional video).
- Include advocacy information in Relay newsletters.
- Meet regularly with the mission chair, event chair, and both ACS staff partners and host regular advocacy subcommittee meetings.
- Attend Relay planning committee meetings to report on activities and progress of the advocacy subcommittee as well as provide updates on legislation.

3 Months Out
- Work closely with your ACS cancer control staff partner to determine appropriate legislators to invite to event.
- Determine volunteer roles to ensure that the recommended advocacy activities happen at your event.
- Select and train volunteers to host legislators who will attend your Relay. Training should include how to deliver a message via the “Hook, Line and Sinker” format.
- Continue to include advocacy messages and ACS CAN membership recruitment at team captain meetings and rallies.
- Work closely with the survivorship chair to incorporate survivors into advocacy activities.
- Determine and solicit giveaways/incentives for participants in advocacy activities in coordination with your ACS cancer control staff partner.
- Meet regularly with the mission chair, event chair, and both ACS staff partners and host regular advocacy subcommittee meetings.
- Attend Relay planning committee meetings to report on activities and progress of the advocacy subcommittee as well as provide updates on legislation.

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1 Month Out
- Confirm all advocacy activities for event day.
- Along with committee members, schedule and meet with legislators from your area to inform them about Relay and invite them to the event. (Coordinate this with your ACS cancer control staff partner prior to contacting legislators or candidates).
- Work with activities & entertainment chair and both ACS staff partners to organize the times of activities; print in Relay brochures "List of Events" with description of activity.
- Coordinate with publicity chair and both ACS staff partners to determine the possibility of media exposure around the advocacy activities that will occur and for legislators that will attend the event.
- Continue to include advocacy messages and ACS CAN membership recruitment at team captain meetings and rallies.
- Work with ACS cancer control staff partner to make sure the ordered materials have come in and are ready to be used.
- Create a follow up letter of invitation to legislators to remind them about attending Relay in coordination with your ACS cancer control staff partner.
- Meet regularly with the mission chair, event chair, and both ACS staff partners and host regular advocacy sub-committee meetings.
- Attend Relay planning committee meetings to report on activities and progress of the advocacy subcommittee as well as provide updates on legislation.

2 Weeks Out
- Assign roles to carry out the advocacy activities at Relay. Make sure volunteers know when and where they need to be to fulfill their duty.
- Designate who will act as “host” for legislators attending the event.
- Confirm materials needed from logistics chair (tent, tables and chairs)

Day of Event
- Set up the advocacy table in a highly visible area, such as the registration area, survivor area, etc. using the materials provided in the advocacy kit (banner and yard sign).
- Be sure the advocacy area is set up at least an hour before the event starts. Make sure that the person making the advocacy announcements has what they need to deliver the information.
- Ensure the recommended advocacy activities are carried out as planned.
- Ensure that legislators who attend are engaged in appropriate activities and have the opportunity to interact with their constituents. Coordinate with both ACS staff partners to determine these activities.
- Announce the arrival of the legislator for other Relay participants. Coordinate with your ACS cancer control staff partner concerning announcement content.

After the Event
- Create a follow up letter of thanks to the legislators who attended the event. Send a letter to those who didn't attend saying what they missed. Coordinate with your ACS cancer control staff partner to develop letters.
- Follow up with new volunteers who may want to serve on the advocacy subcommittee.
- Submit any required forms to your ACS cancer control staff partner.
- Make one more push to recruit ACS CAN members by using the acscan.org/relay website.
- Meet with your ACS cancer control staff partner to analyze outcomes and make recommendations for next year.
- Work with the event chair and both ACS staff partners to nominate advocacy activities, as appropriate, for the National and Division Heart of Relay awards.
- CELEBRATE!
The Advocacy Chair...
Recruiting the Advocacy Subcommittee

- Recruit 4-6 individuals to assist with the planning and implementation of all aspects of advocacy at Relay
- Recruit individuals who are already involved in American Cancer Society legislative activities, such as Legislative Ambassadors
- Be sure that all members are equipped with accurate American Cancer Society and Relay For Life information, including the American Cancer Society legislative priorities
- Meet and communicate frequently with subcommittee
- Make assignments of duties to each member of subcommittee with clear deadlines for reporting back.

Working with your Subcommittee
Having a subcommittee will allow you to divide the workload into manageable tasks. You and your subcommittee should focus your efforts on these areas:

- **ACS CAN recruitment**
  Promote ACS CAN membership at all meetings, in newsletters, etc.

- **Advocacy Activities at Relay**
  Determine advocacy activities for day of Relay based on American Cancer Society legislative priorities.

- **Invite & Host Elected Officials at Relay**
  Invite legislators to event, through meetings, letters and phone calls.

Where to find Advocacy Volunteers
- Celebration on the Hill Community Ambassadors
- Personal Contact: Family, Friends, Co-Workers
- Corporations already involved with American Cancer Society
- Hospitals, Physician Offices, Nurses Associations
- School Districts
- Churches/Religious Institutions
- City and County Offices: Post Office, Police, Fire, Sheriff, Board of County Commissioners
- Cancer Support Groups
- American Cancer Society Board (or their businesses)
- Media: TV, radio, newspapers
- Youth Groups
Recruit ACS Cancer Action Network Members
People act more responsibly when they can be held accountable for their actions. The Cancer Action Network allows us to hold elected officials accountable for their votes on cancer issues. To win the war on cancer and get the votes we want, we must recruit members to join the ACS Cancer Action Network.

American Cancer Society Cancer Action Network (ACS CAN)
The American Cancer Society’s Cancer Action Network (ACS CAN) is a sister organization to ACS that enables us to be more effective in holding elected officials accountable for their positions on cancer issues. Recruiting volunteers to join ACS CAN is a perfect activity prior to Relay events. A nominal contribution is legally required to become a member of ACS CAN. For more information, visit www.acscan.org or contact your PA Division government relations staff.

• The Cancer Action Network is a 501(c)4 organization.
• CAN does not have rules limiting time spent on lobbying elected officials.
• CAN is able to make the public aware of officials’ voting records.
• CAN may create and distribute voter guides on specific health-related issues to volunteers and donors.
• Members can organize and host debates, town forums, and other events where candidate views on issues are tested and discussed.
• Donations to ACS CAN are not tax deductible.

Contact your ACS cancer control staff partner for more information.

Why Recruit for ACS CAN?
ACS CAN can lobby extensively and hold legislators accountable for their votes on cancer issues in ways that ACS is not permitted to do. Among other activities, ACS CAN will:

• Engage in increased lobbying on cancer issues for our constituents.
• Educate the public and media more directly.
• Hold our lawmakers accountable for their votes on cancer issues.
• Create and distribute talking points on specific health-related issues to members, donors and volunteers.

What do ACS CAN members receive?
ACS CAN members will receive:

• Membership card
• Welcome packet and personalized legislator profile
• Updates on legislators’ and candidates’ positions and actions on cancer
• Invitations to local events about cancer related issues
• Email action alerts to let you know when you are needed to change the course of cancer legislation
**Picture A Cure**
I am more than a name. I am more than a social security number. I am a person with a face, a life and a story to tell. Picture A Cure is how I can be sure that my elected officials hear my story.

**Why do Picture A Cure?**
Picture A Cure is an innovative way for volunteers to ensure that their lawmakers truly realize the impact that cancer has on individuals and communities in their districts. It helps lawmakers break through the statistics and understand the impact that cancer has on not only the lives of those who are stricken, but on their friends, colleagues and family.

**What is Picture A Cure?**
The Picture A Cure sheet (or electronic form) includes a few different sections as noted below. The completed sheets are delivered to lawmakers as part of a legislative campaign.
- Photo: A space to tape a photo of the Relayer (to be taken at the Relay or Relay-related event)
- Personal Message Box: An area where Relayers can tell their personal story about how cancer has affected them personally as well as their friend, family, or loved one.
- Contact Information: Lets the lawmakers know the Relayer lives in their district.

**How do I implement Picture A Cure?**
A sample Picture A Cure and a simple, step by step instruction sheet are included in the Resources & Tools section of this guidebook. This is an easy and fun activity!

**Host a Lawmaker**
They make the laws. They control the government. They need to make controlling cancer a priority.

**Why host a Lawmaker?**
Who better than a Relayer to show lawmakers the impact that cancer has on their communities and the great things the American Cancer Society is doing for cancer patients, survivors, caretakers and others? By engaging lawmakers, we are helping the American Cancer Society shape public policy on cancer-related matters at the local, state, and federal levels of government. There are many good reasons to host a lawmaker at your Relay. Here are just a few:
- It positions the Society as a credible resource for local, state, and federal lawmakers.
- It empowers Relayers and staff to influence public policy.
- It encourages lawmakers to make cancer-related issues a higher priority.

**What do I do with the Lawmaker?**
The easy answer – the same things you would do with a friend who has never been to Relay before. Of course, there are a few other things as well.
- First, show the lawmaker around the event site and introduce him or her to the event planning committee as well as local constituents. If we want to make cancer issues a priority, we have to show our elected officials that this issue matters to people back home.
- Then, have the lawmaker accompany some of his or her constituents for a lap around the track. Also, if approved by both of your ACS staff partners, allow the lawmaker to speak to the Relay about the important role Relayers play – as constituents – in educating lawmakers about cancer issues.

**Who needs to know?**
It is very important that both of your ACS staff partners are notified prior to inviting a lawmaker to the Relay. Also, be sure to let both ACS staff partners know when the lawmaker has arrived. A list of do’s and don’ts for inviting and hosting lawmakers is included in the Resources & Tools section of this guidebook.
Action Alert Cell Phone Center
You have hundreds or thousands of cancer advocates gathered together. You have an important issue that will soon be voted on by a lawmaker. You have unlimited nights and weekend minutes on your cell phone. Hmmm...

**Why have an Action Alert Cell Phone Center?**
To lawmakers, numbers count. Many lawmakers consider a single phone call to represent the opinions of hundreds or thousands of constituents in their districts. So, one phone call really can make a difference.

With most legislative offices closed at night and on the weekends, it is easy for a Relayer to leave a message on the voicemail of a lawmaker's office. And it only takes a minute. Is there really any Relayer who can't give up a minute of the event or event-related meeting to make a quick phone call?

**What is an Action Alert Cell Phone Center?**
It is nothing more than a fancy phrase for a person asking Relayers to use a cell phone (or office phone) to call their lawmakers. This can be done easily at your Relay event or pre- and post-Relay meetings.

At meetings, an advocacy subcommittee member can simply make a cell phone or an office phone in your meeting room available to others in attendance. All you need to do is take five minutes to explain the legislative issue at hand and give them the phone number. Your ACS cancer control staff partner can help you with information about a relevant issue.

At the Relay, you can do it a few different ways. One way is to have cell phones available at the advocacy table. When Relayers stop by the table, you can quickly explain the relevant issue and ask them to make the call. Another way is to have advocacy volunteers walk around the Relay site with cell phones in hand. They can approach fellow Relayers who are taking a break and ask them to make a quick call.

Legislative Issue / Accomplishment Updates / PSA's
You have an audience of cancer advocates. You know of legislation that could impact thousands or tens of thousands of cancer patients. They can make a difference together.

**Why give an update on legislative issues at your Relay?**
Relayers are among our most passionate cancer advocates. By providing updates on legislative issues and legislative accomplishments, Relayers will have a deeper understanding of the impact advocacy has on accomplishing the Society’s mission. This, in turn, could help in your other advocacy activities, including Picture A Cure and recruiting.

**What do I say?**
Your ACS cancer control staff partner can give you talking points for any announcements as well as any additional background information you might need. Sample announcements are also included in the Resources & Tools section of this guidebook.

**When do I make the announcements?**
Work with your Relay planning committee to determine when it might be most appropriate for the announcements to be made at Relay. Also, don’t forget to give the reports at pre- and post-Relay meetings.
Advocates Lap
We walk laps to show strength and honor loved ones. Success in advocacy will lead to fewer deaths and better screenings and treatment. A lap for ACS CAN members will celebrate some of those who are helping lead us toward a cure.

Why walk a lap for ACS CAN members?
- To encourage people to register for ACS CAN.
- To highlight a bill and/or legislative priorities on the Society’s legislative agenda.
- To engage Relay For Life participants in activities involving advocacy.

How do I make this lap fun and special?
- Have a special lap designated for individuals who are ACS CAN members.
- Identify Relay For Life participants who are registered with ACS CAN.
- Have a local legislator lead the lap (coordinate with both ACS staff partners)
- Give each volunteer a small token to carry, like a flag.
- Play patriotic music.
- Have advocates carry a banner.
- Announce
  - Issues addressed through ACS CAN in the past year, i.e. colorectal cancer, smoke-free ordinances.
  - The Society’s legislative priorities.
  - How other participants can sign up for ACS CAN.

Voter Registration
Lawmakers determine funding levels for cancer research and screening and treatment programs.Lawmakers listen to those who vote. Cancer advocates need to vote!

Can we do voter registration activities at Relay?
Yes. Voter registration activities can take place at Relay as long as they meet the following criteria:
- The activities must be nonpartisan.
- They can focus on educating the public on the Society’s issues.
- They can encourage the public to exercise their right to vote.
- They cannot show a preference for or against a particular political party or candidate(s) or for a set of political candidates or parties that have taken particular positions.
- They cannot be coordinated with a political candidate, campaign or party.

Can we suggest that Relayers register so they can vote for a particular candidate?
No. Society volunteers and staff must avoid creating the impression that they are registering people in the expectation that they will vote for a particular candidate, or that they are educating them about an issue so that they will vote for the candidate whose views on that issue coincide with the Society. Contact your ACS cancer control staff partner for more information.

Correspondence with legislators
- Send a birthday card to legislators
- Send holiday cards to legislators

Advocacy on the Move
Decorate a golf cart with patriotic materials (red, white and blue paper streamers, balloons, signs, etc.) and take any advocacy activities around to the teams.
When communicating about public policy on behalf of the American Cancer Society (ACS), there is some legal background you should know. ACS can advocate for public policies that serve its mission; however, there are some limitations on appropriate ways of doing so. When you communicate on behalf of the ACS, please remember that ACS cannot support or oppose any candidate for political office. This document provides a brief sketch of the legal background on this important issue.

**Working With Politicians**

ACS cannot support or oppose political candidates or parties. This support or opposition can be either overt or implied, so when talking about candidates, be aware that for the most part, praise or criticism should be focused on policies rather than individuals. Violation of this policy can result in ACS losing its tax-exempt status, so it is good to be cautious when communicating with your elected officials. The Internal Revenue Service (IRS) will look at all of the “facts and circumstances” surrounding a particular activity in order to determine whether endorsement or opposition to a candidate has occurred. The IRS examines the timing, content and distribution of communications, so consider these things when making statements on behalf of ACS. For example, criticism of an incumbent’s voting record a week before an election could be a real problem, but a week afterwards might be fine.

**What precautions should staff and volunteers take to protect the Society?**

- Focus on the Society’s issues. Do not participate in or intervene in political campaigns when acting on behalf of the Society. Also, neither support nor oppose political candidates or their parties openly or by implication when acting on behalf of the Society.
- Follow the specific guidance in this chapter when elected officials or candidates attend the event.
- Remain neutral and portray absolutely no bias for or against any candidate at the event, pre- or post-events or when otherwise acting on the Society’s behalf.
- When scheduling activities, remember that all candidates should have equal opportunity and every aspect of the participation must be consistent with the event. For example, one candidate should not have a more prominent position on the program, more prominent activity or a longer speaking time. Work with both ACS staff partners to develop the agenda.
- Create program/handout materials that are neutral with no contextual favoritism, i.e. one candidate cannot be provided a larger text, unusual font or a better placement on the program, etc., since all candidates must be treated equally. Work with both ACS staff partners to develop these materials.
- Do not provide elected officials/candidates with an opportunity to “campaign”. The elected official/candidate as well as any staff, supporters or guests accompanying them may not solicit or accept campaign contributions or distribute campaign information – literature, bumper stickers, pins, etc.
- Do not permit campaign activities. If anyone attempts to campaign, hand out campaign materials or solicit or accept donations, you must tell them to refrain from doing so, make a reasonable effort to get them to stop, make a record of your request and actions, and inform your Society staff partners immediately!
- Do not give free items to elected officials/candidates that others must purchase.
- Do not make any financial or inkind contributions to the candidate, political party or action committee **on behalf of the Society**. This would include items such as money, email, mailing or other contact lists, computers, office space, telephones, etc. Candidates should not be permitted to solicit or accept any donations at the event.
- Do not coordinate activities with a candidate, candidate’s staff, volunteers or organization.
If you have any questions, please coordinate with your local ACS cancer control staff partner to contact a member of the Division Government Relations Staff.

Lori Davies, Project Manager, Regional Advocacy Initiatives
717-533-6144, ext. 3086
lori.davies@cancer.org

Susan Roberts, Project Manager, Policy Initiatives
717-533-6144, ext. 3057
susan.roberts@cancer.org

Diane Phillips, Director, Government Relations
717-533-6144, ext. 3072
diane.phillips@cancer.org
Inviting & Hosting Elected Officials at your Relay

Who Can Participate?
Those elected officials who:

• Represent the area where your event is being held, or
• Have a demonstrated history with or interest in cancer issues

When Can Elected Officials Participate?
Elected officials can participate in many situations. However, special rules apply when elected officials are also candidates for election. (See Inviting and Hosting Political Candidates at Your Relay)

How Can Elected Officials Participate?
Elected official participation is permitted provided that procedures are followed to ensure that their participation does not jeopardize the Society's tax-exempt status. This is explained further in this section.

Potential roles for an elected official include:

• In a volunteer capacity:
  ✓ Team member
  ✓ Committee member
  ✓ Survivor
  ✓ Event volunteer

• In an invited guest capacity:
  ✓ Featured speaker
  ✓ Contest judge
  ✓ Helping with Opening Ceremonies
  ✓ Awarding survivors medals
  ✓ Helping to light Luminaria

What is the Proper and Legal Way to Introduce an Elected Official?
Elected officials should be introduced by referring to their official titles. For example, the official could be introduced as Congresswoman Jane Davis or State Senator John Davis.

What Can Elected Officials Talk About?
Elected officials can be asked to discuss their "personal story" related to cancer, how cancer has touched their lives. Also, if they are a "guest speaker," they can talk about the importance of cancer issues or their legislative activities related to cancer issues. However, elected officials cannot discuss their candidacy or party or anyone else’s, or elections or voting in any way.

How Should We Prepare for an Elected Official’s Visit?

• Issue a Press Release to the Media
  The attendance of elected officials at an event often times lends it greater newsworthiness for local media. So, a “press release” should be distributed to the media announcing that the elected official will be attending in their official capacity. The release should not refer to the elected official as a candidate up for re-election or running for another office. Since elected officials may also be candidates, please review Inviting and Hosting Political Candidates at Your Relay in this section of this guidebook. Also, coordinate and develop the press release with your ACS cancer control staff partner prior to providing it to the media.

• Recruit a Host
  To ensure that the elected official has a positive experience at the Relay, a volunteer should be recruited to "host" the elected official while they are at the event. The host should accompany the elected official during their entire presence at the event. Coordinate with your ACS cancer control staff partner to determine what is necessary.
• Become Knowledgeable About Our Procedures
Volunteers working with the elected official should be told about the Society’s procedures concerning the elected official’s activities at the Relay. Since elected officials may also be candidates, limitations related to that official's candidacy, election and legislative voting may apply. More details on these procedures and limitations are included in this section of this guidebook.

• Send an Official Invitation and Letter to the Elected Official
To protect the Society’s tax-exempt status, it is very important that the Society have a written paper trail that clearly shows that it has advised the elected official of the Society’s procedures and limitations related to electoral and political activity. The letters should be sent sufficiently prior to the event to ensure that the elected official receives it prior to her appearance. Please review your proposed letter with your ACS cancer control staff partner prior to sending the letter, keep a copy of the letter and also provide a copy of this letter to your ACS cancer control staff partner prior to the event so the Society has it for its records.

A sample letter can be obtained from your ACS cancer control staff partner. Any letter should at least include the following information:

- Relay For Life is a charitable event.
- The Society does not participate or intervene in political campaigns and cannot support or oppose candidates or political parties since doing so would jeopardize its tax-exempt status.
- The elected official, staff, volunteers or guests cannot solicit campaign contributions, engage in activities related to political campaigns (e.g. distributing campaign materials) or otherwise promote any candidacy or party at the event.
- The elected official cannot portray her participation as an endorsement by the Society for her candidacy.
- The disclaimer language listed in this section of this guidebook.

How Should I Follow-Up With the Elected Official After the Event?
A “thank you” letter should always be sent to an elected official who participates in a Relay. Coordinate with your ACS cancer control staff partner prior to mailing. The letter should include the following elements:

- A thank you for whatever role the elected official played at the Relay – giving an inspirational speech, sharing cancer experiences, participating in the Luminaria ceremony.
- The number of people who attended the Relay.
- The amount of money that was raised in the community.
- Other pertinent information about the event.

A copy of the follow-up letter should also be provided to your ACS cancer control staff partner so the Society has it for its records.
**What is a political candidate?**

Political candidates are individuals who offer themselves or who are proposed by others for any elective public office. It is not always clear who is a candidate since this may include people who are officially running for office, considering running or even just being talked about in the press. The candidate may be running in primary, special or general elections.

A current elected official running for re-election to the same or different office is definitely considered a political candidate. However, if this is not a primary, special, or general election year, or the elected official has announced that she will not be running for re-election to her current or any other office, and it is clear that she will not be considered to be a candidate, then she can be treated as an elected official (see Inviting and Hosting Elected Officials at Your Relay) and not a political candidate.

Check with your ACS cancer control staff partner to assess if the proposed individual could be considered a candidate. Please allow time for your ACS cancer control staff partner to consult with PA Division government relations staff.

**When is a Political Candidate Allowed to Participate?**

If the Relay or Relay-related event is more than 60 days from the date of any election, the political candidate can participate if:

- The political candidate participates in their non-candidate capacity;
- or
- All other viable candidates for the same office are invited; and,
- All viable candidates are given equal opportunity and treatment, i.e. the same or similar level of involvement and unbiased treatment.

If the Relay or Relay-related event is within 60 days of any election, then in addition to the above listed conditions, prior approval must be obtained through the Society's legal counsel. This approval can be facilitated by the PA Division government relations director. All of the facts and circumstances related to the event must be carefully considered and any participation planned to ensure that the Society's tax-exempt status will not be jeopardized by the candidate's participation. In some situations, candidate participation may not be possible.

**Who Is and Is Not a Viable Political Candidate?**

When there are many candidates running for the same office it may not be practical to invite all of them. It is permissible to invite only candidates meeting reasonable, objective criteria set to screen out fringe candidates so long as the criteria is not drawn up with an intent to favor or disfavor any particular candidate.

For example, it should be permissible to invite only candidates of parties that received a significant percent of the popular vote in the previous election, or who achieve a certain threshold of support in polls conducted by local or national news media.

Any questions about determining which candidates are considered viable should be directed to your ACS cancer control staff partner so they can consult with PA Division government relations staff.
What is a Political Candidate Potentially Permitted to Do at a Relay?

A political candidate may hold several roles at a Relay. Their participation is permitted provided that procedures are followed and their potential role and candidacy are evaluated to ensure that their participation does not jeopardize the Society's tax-exempt status. Since individual facts and circumstances must be considered when making an assessment of a candidate's proposed participation, it may not be possible for every candidate to participate in all of the roles listed below.

Potential roles for a political candidate include:

- In a volunteer capacity:
  - Team member
  - Committee member
  - Survivor
  - Event volunteer

- In an invited guest capacity:
  - Featured speaker
  - Contest judge
  - Helping with Opening ceremonies
  - Awarding survivors medals
  - Helping to light Luminaria

What are the Requirements for Political Candidate Participation as a Non-Candidate?

A candidate who is an office-holder or community leader may attend a Society event in a non-candidate capacity. However, every aspect of their participation must be consistent with the event and their attendance should not provide opportunity for them, their staff or guests to campaign. This would include actions such as soliciting or accepting donations, distributing campaign materials or expressing support or opposition to a candidacy for office including their own.

In addition, the Society should have justification for the candidate's participation, that is, there should be a logical reason for the Society to invite the person that is unrelated to their candidacy. This connection can be shown in many ways such as a long record of involvement with the Society or other cancer societies, or a record of active involvement with cancer issues legislatively. In addition, the person may be a highly respected member of the community, have a high-profile position, have previously spoken out on cancer issues, or have been touched by cancer such that the Society would ordinarily invite the candidate or benefit from their presence.

As the visibility of the role that the candidate plays in the event increases, the more justification is needed to demonstrate that the individual was invited for a non-electoral reason. For example, it may be sufficient that the candidate is a prominent member of the community if the participation is ceremonial (cutting a ribbon, firing a starter's pistol). However, a long history of active involvement with cancer issues may be required if the candidate is invited in a non-candidate capacity as a keynote speaker. Since individual facts and circumstances must be considered when making an assessment of a candidate's proposed participation, it may not be possible for a specific candidate to participate in their non-candidate capacity in the suggested role at the event.
What are the Requirements for Candidate Participation in a Candidate Capacity?
Political candidates should be restricted from any activity for which all the viable political candidates would not have equal opportunity and treatment without time or contextual favoritism. For example, one political candidate should not be a featured speaker if all of the other viable political candidates cannot be featured speakers at this event or equivalent events that have the same attendance, media coverage and relative proximity to the election. In addition, one speaker should not have a presentation at the beginning of a program and the other at the end, and one speaker should not be permitted to speak longer than the other.

The Society must provide all viable political candidates for the same office with an equivalent opportunity to participate in the Relay. All candidates should have equal notice prior to date of the event with sufficient time to prepare for participation. The invitation should be in writing. Notify both ACS staff partners immediately if you receive notice or become aware that only one of the viable candidates is planning to appear at the event.

It is important to work very closely with your ACS cancer control staff partner and PA Division government relations staff when evaluating potential activities and candidate participation to ensure that all viable candidates receive equal opportunity and treatment. Since open or implied support or opposition for political candidates is strictly prohibited by the IRS and since these potential attendees are political candidates appearing in their candidate capacity, extra care must be taken to ensure that their participation does not jeopardize the Society’s tax-exempt status.

What Precautions are Required?
Please follow the guidelines in this entire section to help protect the Society’s tax-exempt status.

What is the Proper Way to Introduce a Political Candidate?
Non-candidate capacity: ACS should not refer to the person as a candidate during the introduction or in any promotional materials. There should be no mention of the person's or their opponent’s candidacy or party, elections or voting.

Candidate capacity: Generally, when making introductions, a person's candidacy can be briefly noted. However, since the facts and circumstances relative to each event vary and extra care should be taken when candidates participate, your ACS cancer control staff partner may recommend that you do not acknowledge that person's candidacy. Please check with your ACS cancer control staff partner before introducing candidates appearing in their candidacy capacity.

In addition, when the political candidate is being introduced as a speaker, the host must explicitly state that the Society does not support or oppose political candidates and that this appearance should not be considered an endorsement for that speaker's candidacy.

What Can the Political Candidate Talk About?
A political candidate can be asked to discuss their “personal story” related to cancer or the importance of cancer issues. A candidate should not refer to their campaign or their opponent's campaign or party, elections or voting during their comments.
What Questions Can We Ask A Political Candidate?
At a Relay or Relay-related event, questioners should be careful to ask only unbiased and non-leading questions to protect the Society’s tax-exempt status. The Society’s questions are limited by IRS regulations that do not permit the organization to support or oppose candidates or parties either openly or by implication.

For example, an acceptable question would be, “How should we deal with the smoking problem in restaurants and public places?” An example of an unacceptable question would be, “A recent poll shows that most Americans oppose smoking in restaurants. What is your view?”

If you have questions or concerns about question format, contact your ACS cancer control staff partner so they can consult with PA Division government relations staff prior to asking the candidate.

How Should We Prepare for a Political Candidate’s Visit?

- **Recruit a Host**
  To ensure that the political candidate has a positive experience at the Relay, a volunteer should be recruited to “host” the political candidate while at the event. The host should accompany the political candidate during their entire presence at the event unless your ACS cancer control staff partner specifies otherwise.

- **Become Knowledgeable About the Society’s Procedures**
  Volunteers working with the political candidate should be told about the Society’s procedures concerning the political candidate’s activities at the Relay and the limitations related to that person's candidacy, election and legislative voting. More details on these procedures and limitations are included in this section of this guidebook.

- **Send an Official Letter to the Political Candidate**
  It is very important that the Society have a written paper trail that clearly shows that it has advised the political candidate of the Society’s procedures and limitations related to electoral and political activity. Therefore, this notification must be done in writing. In addition, if the political candidate is given a speaking role, they must be told in writing that they must speak about cancer issues, but not mention their or anyone else's candidacy, party, elections or voting. A political candidate who is not participating as a formal speaker should be cautioned to prevent campaign and electioneering activities by the candidate at the event. Candidates should also be informed that their participation cannot be portrayed as an endorsement by the Society of that person's candidacy. Please include the information in this section and the language located in “Disclaimer Language to be Given to Elected Officials and Political Candidates.”

The letter should be sent sufficiently prior to the event to ensure that the political candidate receives it prior to their appearance. Please review the letter with your ACS cancer control staff partner prior to sending, keep a copy of the letter and also provide a copy of this letter to your ACS cancer control staff partner prior to the event so the Society has it for its records.

To protect the Society’s tax-exempt status, any letter should at least include the following information:

- ✔ Relay For Life is a charitable event.
- ✔ The Society does not participate or intervene in political campaigns and cannot support or oppose candidates or political parties since doing so would jeopardize our tax-exempt status.
The political candidate, staff, volunteers or guests cannot solicit or accept campaign contributions, engage in activities related to the candidacy (e.g. distributing campaign materials) or otherwise promote her or another's candidacy or party at the event.

The political candidate cannot portray her participation as an endorsement by the Society for their candidacy.

All other viable candidates are/will be provided an equal opportunity to participate on an equal basis.

The disclaimer language listed in this section of this guidebook.

How Should I Follow-Up With the Political Candidate After the Event?
A “thank you” letter should always be sent to a political candidate who participates in a Relay.

The letter should include the following elements:
- A thank you for whatever role the political candidate played at the Relay – giving an inspirational speech, sharing cancer experiences, participating in the Luminaria ceremony.
- The number of people who attended the Relay.
- The amount of money that was raised in the community.
- Other pertinent information about the event.

A copy of the follow-up letter should also be provided to your ACS cancer control staff partner so the Society has it for its records.

What if a Political Candidate Does Try to Campaign at the Relay?
If the political candidate does attempt to campaign at the event, such as handing out campaign buttons or bumper stickers, or soliciting or accepting donations, you are required to do the following:
- Tell the political candidate to refrain from doing the campaigning.
- Make a reasonable effort to get them to stop.
- Notify both ACS staff partners immediately and remind them to convey the information to the PA Division government relations staff.
- Make a written record of the fact that the political candidate was campaigning and your request and actions related to asking them to stop doing so.
Political candidates attending an event that is open to the public on the same terms as any other person. For example, if there is a charge for attendance, the political candidate must pay on the same terms as any member of the public.

All political candidates should be given an equal opportunity to attend your Relay event. If there is any reason to think that one political candidate may have preferential notice of the event, you should take affirmative steps to ensure that any opponent(s) has equal timely notice. For example, if one political candidate approaches you well in advance of the event and asks about attending, inviting the other political candidates for the same office a day or two prior to the event is insufficient to provide equal opportunity.

If there is written correspondence between the political candidate and the Relay For Life committee or the Society prior to the event, such as the political candidate requesting permission to attend, the Society should explain that the event is not political and ask the political candidate to refrain from using the event for campaigning. Our written response should include the disclaimer language:

“We understand you may be planning to attend ____ . This is a public event, so you are welcome to attend. However, because you are a candidate for public office, we ask you to remember that the Society may not participate in or intervene in political campaigns and cannot support or oppose any candidate for public office, or allow electioneering at our events. No candidate may promote his or her candidacy, engage in activities related to that candidacy (e.g. solicitation of campaign contributions, distributing campaign materials at events, etc.) or promote (or oppose) the candidacy of any other person running for public office while participating in an American Cancer Society event.”

Please keep a copy and also provide a copy of this letter to your ACS cancer control staff partner prior to the event so that the Society has it for its records.

A political candidate who attends an event without being formally invited and without prior notification should be provided with the above disclaimer language when they arrive. Their attendance should not provide them or any staff, supporters or guests with an opportunity to “campaign.” They may not solicit or accept campaign contributions or distribute campaign information - literature, bumper stickers, pins, etc.

Society representatives should remain neutral relative to these attendees and treat all candidates equally; that is, we should not show bias for or against these attendees or their parties. For example, if one political candidate’s presence is acknowledged (i.e. if they are a prominent member of the community), their opponent should be equally acknowledged. If only one political candidate is present, do not acknowledge their candidacy. If all political candidates running for the same office attend, they may be acknowledged on an equal basis.

If anyone attempts to campaign, solicit or hand out campaign materials, you must tell them to refrain from doing so, make a reasonable effort to get them to stop, make a record of your request and actions, and inform both ACS staff partners immediately.
Can Political Candidates Be a Relay For Life Sponsor?
Yes. Political candidates may sponsor a Society or Relay For Life event. In fact, political candidates may be approached to sponsor Relay or other Society events in the same or similar manner as other potential sponsors. Payment for the sponsorship can come from personal contributions from either the candidate or their campaign.

Do I Have to Approach All of the Candidates for the Same Political Office to be a Sponsor?
Yes. If one candidate is approached to sponsor an event, then all other viable candidates running for the same office should be similarly approached in the same manner and within the same timeframe. In addition, it should be clear to the candidate that any participation in or sponsorship of the event does not constitute an endorsement by the Society, and furthermore, that the candidate cannot engage in any partisan politics, recruitment, dissemination of campaign literature and/or information, or fundraising at the Relay event or any pre- and post Relay-related events.

What is the Proper Way to Approach Political Candidates About Sponsorship?
Sponsorship communications with political candidates should be in writing. That communication must include the Society’s standard disclaimer language included in this section of this guidebook. In addition, in the communication, it must be very clear that approaching them to be a sponsor should not be perceived as an endorsement of the political candidate or the campaign. The ACS disclaimer language should also be included in the acknowledgement.

Please review the letter with your ACS cancer control staff partner prior to sending, keep a copy of all correspondence and give a copy of each letter to your ACS cancer control staff partner for the Society’s records.

How Should a Political Candidate Sponsor Be Listed in the Program?
The political candidate’s name or that of their campaign i.e. “Campaign for ____” can be listed among a group list of sponsors (such as in a program) as a sponsor of the Relay event.

However, the following criteria must be followed:
- No campaign or party logo or slogan can appear on or around any material or medium with the Society or Relay logo.
- The political candidate is treated in a similar manner as other donors at the same level, e.g. same text and font size.
- The political candidate does not state or imply in any way that the American Cancer Society endorses the candidate, campaign or party.

Can a Political Candidate Have a Tent or Banner at the Relay?
No.

Can Political Candidate Wear a Campaign-Related T-Shirt at the Relay?
Yes. A political candidate and team participants may wear their own t-shirts with the name of the political candidate or campaign provided that the Society or Relay trade name or logo does not appear on the t-shirt. The candidate and other team participants should also not state or imply that the Society endorsed the candidate, their campaign or political party. In addition, no partisan politics, recruitment, dissemination of campaign literature and/or information, or soliciting or accepting donations should occur at the Relay event or any Society sponsored pre- or post-Relay events.
Letters and invitations to elected officials and political candidates (and their staff and guests) must include the disclaimer language shown below. They must be provided with this information in advance of the event at which they will be participating. Please review the letter with your ACS cancer control staff partner prior to sending, keep a copy of the letter and give a copy of the letter to your ACS cancer control staff partner for the Society’s records.

The Society disclaimer language is:

“The American Cancer Society, Inc. is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Federal law prohibits us from participating in or intervening in political campaigns and engaging in activities that would appear to support or oppose any candidate for public office, or allowing electioneering at our own events.

Thus, no candidate for public office who agrees to appear at an American Cancer Society event may consider or portray his/her participation as an endorsement by, or support of, the American Cancer Society for that person’s election. Nor may that person promote his or her candidacy, engage in activities related to that candidacy (e.g. solicitation of campaign contributions, distributing campaign materials at events, etc.) or promote (or oppose) the candidacy of any other person running for public office while participating in an American Cancer Society event.

If you have any questions, please contact [name of the Society contact] at_______.”
Sample Letter – Invite to Event

[Insert Date]

The Honorable [Insert Elected Official’s Name] [Insert Street Address]  
[Insert City], [Insert State] [Insert Zip]

Dear Senator/Representative [Insert Last Name of Elected Official],

On behalf of the American Cancer Society, Pennsylvania Division we would like to invite you to an event that is taking place in your district- [Insert name of event]. [Describe the purpose of the event or program and tell the elected official who will be in attendance].

[Insert name of event] will take place on:

[Insert Date]  
at  
[Insert Location]

We would like to have you participate by [Insert how you would like to include the elected official in the event or program. Make sure to let him/her know what time you would like him/her to arrive.] Directions to the event are attached.

Please note that as a tax-exempt organization, federal law prohibits the American Cancer Society from engaging in activities that would appear to support or oppose any candidate for public office or allowing electioneering at our events. We request your cooperation so that we can continue to meet this important requirement. Please see the attached disclaimer for more details.

We believe you will find [Insert name of event] a rewarding experience and a great opportunity to connect with our mutual constituents. Please contact me with any questions or to confirm your attendance. I look forward to your response.

Sincerely,

[Insert Your Name]  
[Insert Your Address]  
[Insert Your Telephone Number]  

American Cancer Society, Pennsylvania Division

[Insert Disclaimer Here]
[Insert Date]

Dear Senator / Representative [insert last name of elected official],

On behalf of the American Cancer Society and all of our volunteers in County(s), we would like to extend our sincere appreciation to you for joining us on _____ for the_____Relay For Life.

Advocacy has been an integral part of the event activities, addressing the importance to our Relayers of becoming more involved with legislative issues – especially those pertaining to cancer or related topics. Your participation in these activities was very significant to our Relayers.

We are pleased to inform you that the _____ Relay For Life raised _____ . These funds in part will help to service the needs of cancer patients and their families who are residents of ______ county.

Your American Cancer Society _____ office has numerous opportunities for you to participate with the many volunteers, patients and family members who reside in the communities that you represent. We will be extending other invitations for you to join us at our events throughout the year. We hope that you will be available to join us!

Thank you.

Sincerely,

[Insert Your Name]
[Insert Your Address]
[Insert Your Telephone Number]

American Cancer Society, Pennsylvania Division
Sample Public Service Announcements

Sample Announcement #1:
Now for an advocacy update!

Each session, hundreds of cancer-related bills come before the Pennsylvania General Assembly. But, only a handful becomes law. This must change if we’re going to find a cure for cancer in our lifetime and ensure that all people have access to the care they need. You can help make this happen!

Stop by the advocacy area for more information on how to get involved. People like you want to see a cure for cancer now. Our lawmakers can help make that happen by passing laws that will increase funding for cancer research and by implementing screening, prevention, detection and treatment programs.

Sample Announcement #2:
Attention Relayers! It’s time for an advocacy update.

Do you know who the leading financial contributor is to cancer research, prevention and detection in this country? If you said the U.S. government, you’re right!

Our U.S. Senators and Representatives determine how much of your taxpayer dollars will fund the nation’s leading programs in cancer research, prevention and detection each and every year.

Do you think they do enough? If you said no, you’re right!

Each year, thousands of cancer-fighting proposals are introduced before the U.S. Congress, our state legislature and local governing bodies, yet only a handful ever make it through the legislative process. Why is that? Because, believe it or not, fighting cancer is not one of the top priorities. We need to change that, don’t we?

Stop by the advocacy area now and find out how you can get involved in advocacy. It can help save lives. Help secure the cure for tomorrow!

Sample Announcement #3:
Attention Relayers! Time for an advocacy update.

For more than 90 years, the American Cancer Society has been working with scientists, doctors and folks like you to end the scourge of cancer – and we’ll continue to do so until we find a cure.

But there are other players in the fight against cancer – our lawmakers. These lawmakers determine funding for cancer research, prevention and detection programs each and every year.

They have the ability to require insurance coverage for cancer-related care and to establish laws to help keep us safe from the cancer risks. Unfortunately, they don’t do so often enough.

You can change this course by making your voice heard! Stop by the advocacy area for details – get involved today to secure the cure for tomorrow!
For many volunteers, meeting with an elected official can be very intimidating, if not scary. However, with a little bit of training, any volunteer can be an effective advocate for our issues.

Realizing that the details of any issue could fill hundreds of pages, it is important that volunteers clearly understand why they are attending a meeting and what they need to say. A volunteer should almost never be expected to be a content expert on an issue.

So, what should a volunteer say in a meeting with a lawmaker? The answer is easy – Hook, Line and Sinker.

Let’s begin by defining the terms:

- **Hook** – a basic introduction that establishes the volunteer as a constituent in the lawmaker's district
- **Line** – a personal story that brings out the emotional tie the volunteer has to cancer and/or the issue being discussed
- **Sinker** – the legislative ask

A volunteer should be able to cover all of the information in the Hook, Line and Sinker in five minutes or less. This will take a little practice/rehearsing. It is likely that the first time through will last longer than that, especially when it comes to the personal story.

If a group of volunteers will be meeting with the lawmaker, then only one person has to deliver the Sinker. However, every volunteer should deliver their own Hook and Line.

The key is practice and repetition! An ACS staff person should provide the volunteer with any necessary information about the ask, as well as the information shown below. The volunteer can then practice at home.

**Hook: Introductions**
Everyone should briefly introduce themselves at the start of the meeting. This is your chance to remind the legislator that you are constituents. Consider sharing a few unique details to underscore the fact that your group represents a broad cross-section from the district.

**Line: Local Stories and Statistics**
Provide the legislator with local stories and/or some basic statistics from home. This could include sharing of personal cancer experiences by a survivor or caregivers. Lawmakers especially appreciate real-life examples that put a face on an issue. They also appreciate learning how federal money is spent in the district.

**Sinker: The Request**
Stay on message! Make a clear request of the legislator or the staff. Ask for a commitment and then listen carefully to the response. Legislative offices will often need some time to consider supporting or opposing legislation, but they will often share important insights into their thought process. Remember to thank them before you leave.
America CAN Picture A Cure.

Messages of hope for an end to suffering and death due to cancer by the year 2015.
As a Member of Congress, YOU have the power to bolster the federal investment in cancer research and screening programs. A strong government commitment to the war on cancer will leave a legacy to our children – an end to suffering and death due to cancer by the year 2015.

I encourage you to support the American Cancer Society Cancer Action Network’s Congressional Cancer Promise by working for annual funding increases for the National Cancer Institute (NCI) that at least keep pace with rising health costs, so we can continue to work towards more effective prevention and treatments for all Americans. In addition, I ask you to ensure that all eligible women have access to lifesaving screenings by increasing funding for the National Breast and Cervical Cancer Early Detection Program.

**Keep my story in mind when making important decisions about cancer:**

---

**Make cancer funding a priority and you will save lives.**

---

**I CAN Picture a Cure.**

*This is my message of hope.*

---

YES! I want to help fight for more funding for cancer by becoming a volunteer of ACS CAN!

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Title:_________________________________________  MI:______  Last Name:_________________________________________

Home Phone: (________)  ___________________________  Address:________________________________________________

City:_________________________________________  State:___________  Zip:____________________

Email:_________________________________________
Instructions for Picture A Cure

Materials Needed
- Instant camera and film (Joy cams or similar Polaroid cameras work well)
- Double-sided tape (used to attach the photos to the message sheets)
- Picture A Cure sheet (as seen on previous pages)
- Miscellaneous items (pens, clipboards, apron, etc.)

Directions
- Take a picture of the Relayer completing the Picture A Cure sheet
- Affix the picture to the message sheet using the double-sided tape.
  ✔ Note: Put tape on the back of the photo, not on top of photo!
- Using a clipboard, ask the Relayer to record his/her name, contact information, and a brief message on the message sheet. Please make sure they print clearly and fill in all of the appropriate fields at the bottom of the page. Having this information will make the follow up work much easier.
- Return all completed Picture A Cure forms to your ACS cancer control staff partner within a week of the event.
Advocacy Word Puzzle

Can you find the following words?

- Assembly
- Issue
- Representative
- Bill
- Laws
- Screening
- Cancer
- Legislator
- Senator
- Capitol
- Lobby
- Tobacco
- Governor
- Patients
- Treatment
- Grassroots
- Policy
- Veto

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Relay For Life Advocacy Chair Guidebook
Advocacy Word Puzzle Answer Key

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ELS L YAI CANC ER ICAY VETO
WBT TBES ASR BILL CGITR WEO
VSONBSENATORCTOBACCO
EVESTSSLGUVERNORRMCM
RPREECTMAEGPAMWOLESO
SESESCAPITOLPBTLIESCSO
IYSAIASEMBLYNASARCE
YOAEPOLYCRRLSLRYENCPR
LERRBAOTBCEASTTOOESVLI
TAGTTBYNEIIOSANOTSIIW
EWWOOIOMIOTGLTOLIEIELSOS
EASSELESAEEOONMSABLSET
AOIENNOLLERTGPUOTESUM
EVITATNESERPERIYTVAEAY
RNTPTSVLPYPWMEEOCSGLRS
SSEOEOINLAAyasNRRovesB
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Can you complete the advocacy crossword puzzle based on the clues below?

ACROSS
1. Legislator who introduces a bill
5. Discussion on a bill
8. Legislator who presides over a committee
9. Number of branches of government
10. A passed bill approved by governor
11. A passed bill
12. To take action on a bill
13. A state symbol
14. Party’s symbol is an elephant
15. Passes a resolution
16. Party’s symbol is a donkey

DOWN
1. End of session ceremony
2. To pass a bill
3. Consideration of a bill
4. _______ of Office
5. Appropriate behavior
6. To meet for regular session
7. A proposed piece of legislation
Advocacy Crossword Trivia Key

DEBATE
SEAL
DEMOCRATIC
VOTE
REPUBLICAN
SPONSOR
LAW
ACT
ADOPT THREE
CHAIR
CONVENE
BILL
DEO
ART
E

5 D E B A T E
13 S E A L
6
16 D E M O C R A T I C
O
12 V O T E
N
7 B R
V I
14 R E P U B L I C A N
E L M
N L 2 E
E
4 O 1 S P O N S O R
A I
10 L A W E
T N
11 A C T A
9 T H R E E T
15 A D O P T
D
I
8 C H A I R N
E G
The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy, and service.