



ResearchHERS™
WOMEN FIGHTING CANCER

**FUEL HER
BREAKTHROUGHS.
FUND HER DISCOVERIES.**

**ResearchHERS™: Women Fighting Cancer
AMBASSADOR TOOLKIT**

Overview and Talking Points

ResearchHERS: Women Fighting Cancer empowers women to fundraise in support of women-led cancer research, but it's more than just a fundraising campaign – it's a movement. A sisterhood of purpose determined to sustain women-led cancer research and recognize the female trailblazers in the field. While the American Cancer Society has funded 49 researchers who have gone on to receive the Nobel Prize, none of them has been a woman...yet. By joining the ResearchHERS movement, you will help fuel the future of women-led cancer research.

As you spread the word about your involvement with the American Cancer Society as a ResearchHERS Ambassador, here are some talking points to assist you with questions you may receive. Of course, feel free to personalize your responses to fit your individual story and passion for this important cause.

“How are you involved with the ResearchHERS campaign?”

As an Ambassador, I've committed to raising funds to help the American Cancer Society save more lives from cancer. Every dollar I raise will help fund women researchers whose innovative research ideas and dedication to discovering lifesaving breakthroughs are bringing us closer to a world without cancer.

“What does the American Cancer Society do to fund women cancer researchers?”

The American Cancer Society is proud to be a top supporter of women in cancer research. Currently half of ACS's grantees are women, most of them early in their careers. ResearchHERS shines a light on the most exciting women-led cancer research projects in the field – and helps sustain the important work of these brilliant scientists.

“What can I do to support your ResearchHERS campaign?”

You can support my ResearchHERS efforts by visiting [\[INSERT LOCAL WEBSITE LINK\]](#) to donate, or by sharing one of my social media posts as I work to raise awareness and funds. Thanks in advance for your support.

“How does the current pandemic impact cancer research?”

These are certainly challenging times – but the American Cancer Society mission matters more than ever. Research will continue to play a critical role in our public health environment, and we must continue to drive new discoveries through programs like ResearchHERS to support patients now and in the future.

Getting Started:

You can get your fundraising underway and help spread the word about the ResearchHERS: Women Fighting Cancer movement with three simple steps:

1. SET UP YOUR FACEBOOK FUNDRAISER:

When you combine Facebook with the American Cancer Society fundraising app, it's never been easier to invite your friends to donate to your cause. **Follow these directions to ensure that your fundraising is credited to your ResearchHERS: Women Fighting Cancer campaign.*

- Log in to your fundraising page dashboard.
- Connect your fundraiser to Facebook from the dashboard. Here's an easy [how-to video](#).
- Invite Facebook friends to donate and share your efforts.
 - ✓ Be sure to customize your Facebook fundraiser by updating the photo and copy
 - ✓ Continue to re-share or post every few days with new stats, stories, or photos to continue to drive donations.
 - ✓ Tag friends who donate with a shout out to keep your effort top of mind for followers.
- Track your progress.

2. CONNECT AND SHARE:

Connect with other ResearchHERS: Women Fighting Cancer Ambassadors on social media and share posts to join in the movement to champion women in science and fund lifesaving cancer research.

- Join the ACS ResearchHERS: Women Fighting Cancer Facebook Group
- Like and Follow: [Facebook.com/ACSResearchers](https://www.facebook.com/ACSResearchers)
- Subscribe to the ACS ResearchHERS YouTube Channel: [ACS ResearchHERS: Women Fighting Cancer](#)

Watch for updates, videos and stories in your Facebook newsfeed and **comment, like, and share** to connect and engage your friends in saving lives by funding and supporting women-led research.

3. USE YOUR OWN SOCIAL MEDIA TO SHARE YOUR “WHY”

We've included sample posts in this toolkit to help you get started, but don't stop with those! Your ACS staff partner can provide additional resources to help you fundraise on social media as well.

Social Media Best Practices:

- [Connect your fundraiser to Facebook](#) from your campaign dashboard.
- Use a trackable short URL ([bitly link](#)) instead of the long website URL.
- Instagram and LinkedIn users – include tags to @AmericanCancerSociety, your city (e.g., #Memphis) and the hash tags #ResearchHERS, #WomenInScience
- Instagram users – include a direct link (or [bitly link](#)) to your donation page in your Instagram bio. This is the only place to hyperlink a website on Instagram.
- Twitter users – update your profile to include a direct link (or [bitly link](#)) to your donation page.

Sample Social Media Posts

Below are some options to help promote ResearchHERS in your community through social media. Don't forget to review the social media best practices for tips on increasing engagement. Feel free to use this [ResearchHERS video](#) to announcement your involvement or fundraise.

FACEBOOK

Announce your involvement:

I am a proud Ambassador for the 2020 ResearchHERS: Women Fighting Cancer program and I'm raising funds and support for women-led cancer research at the American Cancer Society. I hope I can count on your support of this important movement. **<insert fundraising page link>**

Thank you **<tag nominator's name>** for nominating me as an #ACSResearchHERS Ambassador! I'm supporting the **<market campaign name>**. Help me be the #1 ResearchHERS Ambassador! **<insert ResearchHERS website URL>**

Fundraise:

For the next two months, I'm supporting the @AmericanCancerSociety ResearchHERS movement to raise funds for female cancer researchers! Donate to my #ACSResearchHERS campaign! **<insert ResearchHERS website URL>**

Thank your donors:

Thank you to all those who supported my @AmericanCancerSociety #ACSResearchHERS efforts! **<insert ResearchHERS website URL>**

LINKEDIN

Announce your involvement:

The American Cancer Society has launched the ResearchHERS: Women Fighting Cancer campaign nationwide and I'm honored to serve as an Ambassador of this important movement to raise funds in support of women-led cancer research.

Let's shine a light on the many important discoveries made by women in science and continue to put amazingly talented women at the forefront of cancer research and discovery. I welcome your support and would love to share more about this important program! **<insert fundraising link>**

#ACSResearchHERS

Fundraise:

The American Cancer Society has a strong history of funding women-led research that leads to the kinds of discoveries that change the face of cancer and survivorship, like Mary-Claire King, whose work helped pave the way for the use of Tamoxifen to prevent breast cancer recurrence in women with the BRCA2 gene mutation. I'm on a mission to help fund more discoveries; join me by making a donation: **<insert ResearchHERS website URL>** #ACSResearchHERS

Thank your donors:

Thank you to all those who supported my #ACSResearchHERS efforts! **<insert ResearchHERS website URL>**

TWITTER/INSTAGRAM

Announce your involvement/Fundraise:

Not all heroes wear capes – some wear lab coats. Join me in support of women-led cancer research and the American Cancer Society's ResearchHERS: Women Fighting Cancer movement. **<insert link in post and/or bio>** #ACSResearchHERS

TY <tag nominator's name> for nominating me for #ACSResearchHERS to support cancer research <insert ResearchHERS website URL>

Join me to save more lives from #cancer by investing in groundbreaking women-led #cancer research. #ACSResearchHERS <insert ResearchHERS website URL>

Your donation can help @AmericanCancer fund women-led research for those touched by #cancer #ACSResearchHERS <insert ACSResearchHERS website URL>

Thank your donors:

Thank you to all those who supported my American Cancer Society #ACSResearchHERS campaign! <tag supporters>

Sample Email Message

Subject Line: Will You Help Me Support Women-Led Cancer Research?

Body Copy:

Dear [name],

Cancer is personal to me, and I'm reaching out to ask that join me in supporting women-led cancer research. While so much is uncertain during this challenging time, one thing remains a constant...cancer does not stop.

The American Cancer Society has launched a new initiative called ResearchHERS: Women Fighting Cancer [insert local website link](#) which will raise awareness and funds to elevate and expand the work of female discoveries in the fight against cancer.

I am proud to share that I am an official ResearchHERS Ambassador and I'm so passionate about this nationwide program! Despite what is happening in the world around us, lifesaving research continues. With your help, we can sustain support of the best and brightest cancer research led by women.

If you're interested in supporting my efforts with a donation, I'd be happy to give more information about the program and about how your donation can empower women researchers and change patients' lives.

I hope I can count on your support!

Fundraising Ideas

Every dollar you raise helps the American Cancer Society save lives through groundbreaking cancer research led by women. Personalize your fundraising to include activities that will interest your networks. While your fundraising possibilities are endless, here are some ideas to get you started.

- **Personal**
 - Personalize your fundraising page on the ResearchHERS website with your personal story and photo and use your dashboard to send fundraising e-mails.

- Start your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.
 - Share your personal story, in a letter to some of your personal contacts, describing why you are involved in this campaign and how their support would mean a lot to you.
 - Coordinate a fundraising effort tied to an activity you commit to doing if you hit a fundraising milestone. For example, maybe you will be up for wearing a lab coat for a day or temporarily dye your hair “scrubs green” when you hit your \$2,500 fundraising goal!
 - Use the Fundraising Flyer to post around your office and share with friends.
- **Use your fundraising dashboard to:**
 - Personalize your fundraising page on the ResearchHERS website with your personal story, a photograph, or a video.
 - Ask your friends and family for their support via email, Facebook, and Twitter.
 - Easily share the link to your personal page from your dashboard.
 - Enter check and cash donations, or make credit card donations.
 - Thank your donors and keep them updated on your progress.
 - Download the ACS Mobile FUNdraising App for Android or iPhone.
- **Social Media**
 - As you share your pictures and information about the ResearchHERS campaign, ask followers to donate to help you become the top fundraising Ambassador and support your mission to help save lives through groundbreaking research led by women.
 - Offer friends the chance to honor a loved one. For a certain donation (your choice), post a picture of someone whom your friend wants to honor or remember.
 - Provide updates on your fundraising progress through your social media networks, and always provide a link to your personal fundraising website.

AMERICAN CANCER SOCIETY

FUNdraising APP



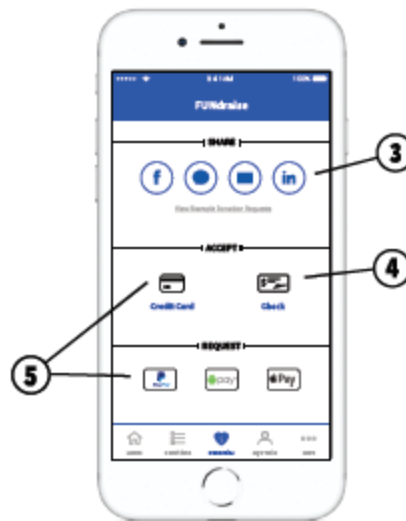
Start raising money for your ResearchHERS campaign by downloading the FUNdraising app today! **It is now easier than ever to raise and track donations.**

TRACK PROGRESS



- 1 Easily keep track of your fundraising goals and progress.
- 2 Your dashboard will track all mobile and web donations made to you, your team, and/or your event.

REQUEST & ACCEPT DONATIONS



- 3 Asking for donations is easy via Facebook, Text, Email, or LinkedIn.
- 4 Accept donations easily and securely with bank-grade technology and encryption. Quickly scan checks and cards!
- 5 Give your donors flexibility with a variety of payment methods: credit/debit cards, checks, PayPal, Android Pay, and Apple Pay.

DOWNLOAD

NEED HELP? 1-888-227-5552 | cancer.org/app



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Instructions for Signing Up Online

It's easy to sign up – let's get started!

Step 1: Find Your Event.

Visit ACSResearchHERS.org and search for your local event site by entering your event name or location in the “Find a Candidate or Campaign” search box.

Step 2: Sign Up.

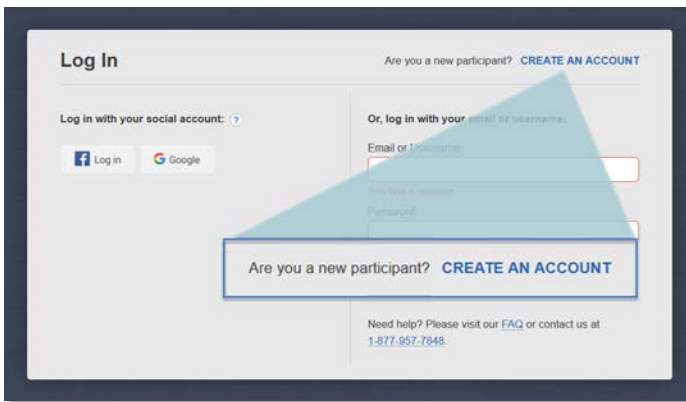
At the very bottom of the page, click the **ACTIVATE** link to begin the registration process.



Step 3: Identify Yourself.

If you are a returning American Cancer Society event participant, welcome back and please login.

If you are a brand new American Cancer Society event participant, or have not created a Society Account, welcome! Click Create an Account to continue the registration process and set up your very own Society Account.

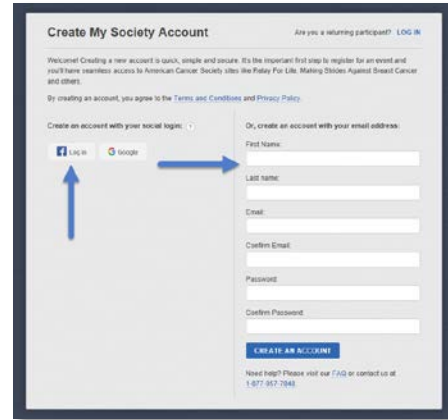


Society Account is the single sign-on process for our ACS fundraising websites. It allows for a secure and consistent log-in experience across all websites. Once you have created a Society Account login, you can use that to register for any ACS event!

Step 4: Create Your Society Account.

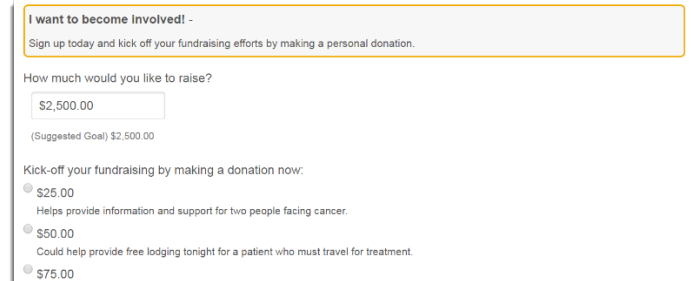
Participants may choose to:

- Create an Account with your [social login](#),
- Or create an Account with your [email address](#)



Step 5: Get Involved!

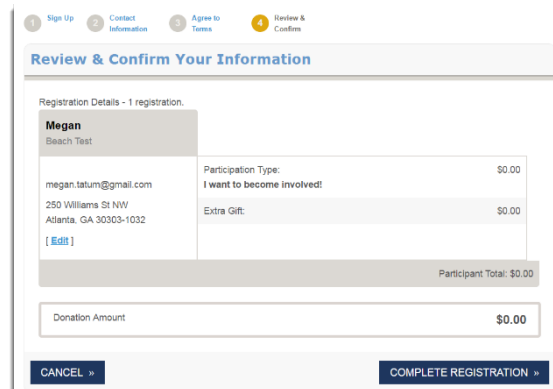
Jump start your fundraising by donating to kick off your fundraising efforts!



Step 6: Complete Registration.

Complete the registration process by answering all the questions and following the instructions on each page.

Once you have completed the registration process, you'll get a confirmation screen. Closing out of it will put you right into your dashboard, where you can begin fundraising!



If you have any questions or concerns, please contact your local staff or call the American Cancer Society at 1-800-227-2345.

American Cancer Society and Cancer Research Background

What research do we conduct?

- We conduct large-scale nationwide cancer prevention studies.
 - The insights we've gained from more than 2.5 million participants over more than half a century has informed cancer prevention and control programs, policies, and guidelines.
- We study the behavioral and psychosocial factors related to cancer.
 - These factors include things like stress, grief, and social support. Our Behavioral Research Center conducts original investigations in these areas, with the goal of reducing cancer risk and improve quality of life among survivors.
- We research tobacco control to impact policies worldwide.
 - Tobacco remains a leading cause of cancer worldwide, and our Economic and Health Policy Research program is dedicated to reducing the burden. With a focus on the economic and policy aspects of tobacco control, such as illicit trade and tobacco taxation, our researchers help educate governments and international organizations about the scope of tobacco's impact.
- We analyze the cancer landscape and work to improve it.
 - The Surveillance and Health Services Research program produces several widely cited reports (including our flagship *Cancer Facts & Figures*) on cancer incidence, mortality, early detection, and more. The team identifies critical gaps in cancer care and takes leadership in policy initiatives to address these gaps. The group also collaborates with scientists and organizations nationally and internationally.

What research do we fund?

- Translational Cancer Research
 - This program focuses on the interface between laboratory investigations and human cancer. Researchers explore the role of infectious diseases in cancer, the discovery and delivery of cancer drugs, the creation of animal models of cancer, and more.
- Molecular Genetics and Biochemistry of Cancer
 - This program focuses on genes involved in cancer and how alterations in those genes (mutations, deletions, and amplifications) play roles in the process. Researchers focus on new targets for prevention, detection, and treatment of cancer.
- Cancer Cell Biology and Metastasis
 - The primary goal of this program is to develop a better understanding of cancer cells so they can be more effectively controlled and eliminated. For example, scientists explore the mechanisms that regulate cancer cell growth, death, and movement to new sites.
- Clinical Cancer Research, Nutrition, and Immunology
 - The focus of this program is on therapies for cancer. The scope of the program includes basic, preclinical, clinical, and epidemiological investigations of immunotherapy, inflammatory responses, immunosurveillance, and innate and adaptive immune responses. Emphases include:
 - Development and application of new imaging and bioanalytical tools and techniques
 - How the exposome, nutrition, physical activity, and the environment impact cancer prevention, initiation, progression, and treatment

- Cancer Control and Prevention Research
 - The program focuses on the study of behaviors that can reduce cancer risk, improve early detection, or improve quality of life of patients and families. Special emphasis is placed on research focused on achieving health equity in disadvantaged groups.
- Health Professional Training in Cancer Control
 - This program provides grants to nurses, physicians, and social workers pursuing training in cancer prevention and control. One goal is to increase the number of health professionals with expertise in and a career commitment to cancer control.