



Volunteer Fundraising Toolkit

American Cancer Society Cancer Action Network

Thank you for helping us save lives!

The American Cancer Society Cancer Action Network (ACS CAN) makes cancer a top priority for policymakers at every level of government. ACS CAN engages volunteers across the country to make their voices heard to ensure that our cities, our states and our nation adopt evidence-based policies that improve the lives of people with cancer and their families. We believe everyone should have a fair and just opportunity to prevent, detect, treat, and survive cancer.

Since 2001, as the American Cancer Society's nonprofit, nonpartisan advocacy affiliate, ACS CAN has successfully advocated for billions of dollars in cancer research funding, expanded access to quality affordable health care, and advanced proven tobacco control measures.

We stand with our volunteers, working to change public policy to end cancer as we know it for everyone.

Cancer Research Funding

Access to Healthcare

Cancer Prevention

Menthol Cigarettes & Flavored Cigars

Medicaid Covers Us

Patient Quality of Life

Tobacco Control

Reducing Health Disparities



“

The American Cancer Society Cancer Action Network is able to advocate for evidence-based public policies to reduce the cancer burden for everyone because of YOU, along with other volunteers across the country. Your willingness to selflessly invest your time as a volunteer with the American Cancer Society Cancer Action Network is so impactful and so valued. Thank you for joining our family and our mission. Your compassion is easing the cancer burden and inspiring hope, and we couldn't do what we do without you.”

Lisa A. Lacasse
President

Importance of Fundraising

Why Fundraise?

To Make the Fight Against Cancer a Top Priority



Work for access to care for all Americans, fully fund our nation's research budget and prevent death from cancer.

Support Issue Campaigns



Persuade lawmakers to support laws and policies proven to help people fight cancer.

Train our network of grassroots volunteers



Make volunteers like yourself effective advocates to push our mission forward.

Making an Impact Together

Saving lives from cancer

ACS CAN works **together with our volunteers** to pass legislation and advance policy changes at every level of government that save more lives from cancer.

Lights of Hope

Nearly **80,000** Lights of Hope honored loved ones in communities nationwide as part of ACS CAN's 14th annual Lights of Hope event, which raised more than **\$840,000**.

Taking Action

ACS CAN volunteers took more than **322,600** online actions in support of our legislative priorities.

Dollars Making a Difference



Protected and secured **\$4.8 billion** in state appropriations through advocacy to help fund cancer research and programs that reduce the tobacco burden and increase access to screenings.



Held the tobacco industry responsible for decades of public deceit through a requirement for companies to post truthful statements about their deadly products at nearly **220,000 retail outlets nationwide.**



Expanded insurance coverage of comprehensive biomarker testing in

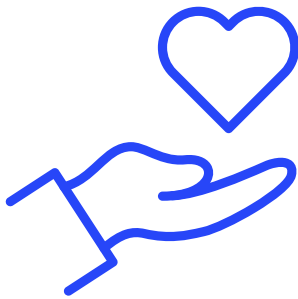
20 States

Use DonorDrive to Fundraise

Start a fundraiser at www.fightcancer.org/donordrive

DonorDrive is the online tool ACS CAN uses for fundraising pages. DonorDrive makes it easy to fight cancer by fundraising however you want. Whether you ask people to donate to honor a loved one, host a bike ride, participate in Lights of Hope, or throw a big bash to raise funds, all it takes is four easy steps to meet your fundraising needs.

We make it fun, social, and easy, providing you all the tools and support needed to be successful in fundraising.



Start a fundraiser

Create a fundraising page to support ACS CAN.



Personalize your page

Update your page with fundraising information and share your story.



Spread the word

Share your fundraiser with family and friends. Consider posting on social media



Collect donations

Raise funds to support ACS CAN. Every donation helps our cause!

So get motivated, get creative, and get started. www.fightcancer.org/donordrive

Options on DonorDrive

Choose from any ACS CAN DonorDrive option to get started!



Create Your Own Event

Get creative by organizing a party, host a bake sale or celebrate a birthday

FUNDRAISE



Lights of Hope

Recognize a loved one with a Lights of Hope

FUNDRAISE



Honor/Memorial

Recognize someone special or honor a loved one's memory

FUNDRAISE



Relay For Life

Recruit ACS CAN members for your Relay

FUNDRAISE



Endurance and Fitness

Do you like to run, walk or track your steps? Join ACS CAN in saving more lives from cancer by creating fitness fundraisers.

FUNDRAISE



Making Strides Against Breast Cancer

Recruit ACS CAN members for MSABC

FUNDRAISE

Your Raised Dollars Make a Difference!

Your fundraising support goes toward historic legislative accomplishments that will save more lives from cancer. Examples include securing the largest increase in federal cancer research funding in a decade, expanding access to cancer care for hundreds of thousands of people, and making restaurants and bars smoke-free.

Fundraising Tips

Make it personal:

People love giving to people they know. Sharing your personal story when you make an ask, like why you're fundraising and your connection to ACS CAN, and even sharing photos or videos, will help your friends and family better connect with our mission.

Your supporters will feel more compelled to give because they understand your unique relationship to ACS CAN and what our organization means to you. So don't forget to personalize your messages to reflect your reason for fundraising and share updates as your progress grows!

Set a goal:

Fundraisers with a specified target are more likely to reach their goal and make a greater impact, so share your goal with your network.

Donate first:

Being the first to donate to your fundraiser will show your network how dedicated you are to making positive change and hitting your goal.

Spread the word:

We suggest to start by creating a list of people you plan to reach out to.

- Start with your closest inner circle of friends – This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
- Cast a wider net – Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation toward your goal!

Fundraising Tips

Personalize your individual fundraising to include activities that will interest your networks. While your fundraising possibilities are endless, here are some ideas to get you started.

Friends, Family, Peers, and Business Contacts

- Send emails or letters to friends and family (don't forget out-of-towners), asking them to make a donation to your page. Remember to **always provide a link** to your personal fundraising website.
- Text your close friends with a link to make a donation. Ask them to donate \$10 and to ask 10 of their friends to donate \$10!
- Offer to do an activity for a donation. "For a \$25 donation, I will do 25 push-ups and post it on my social media!"
- Coordinate a fundraising effort tied to an activity you commit to doing when you hit a specific milestone. For example, commit to wearing a tutu for a day or dyeing your hair pink when you hit your fundraising goal.

Fundraise Through Social Media Networks

- As you share your pictures and information about your fundraiser, ask followers to make a donation to help you become the top fundraiser, while supporting the American Cancer Society Cancer Action Network's mission to help save lives from cancer.
- Provide updates on your fundraising progress through your social media networks, and always provide a link to your personal fundraising website.

Coordinate an off-site Fundraiser

- Ask a local business to donate an item (such as a cooler, golf or fishing outing, restaurant gift certificate, weekend at a vacation rental, gym membership, etc.), and rally friends and family to participate in a silent auction.
- Ask a local business to host a fundraiser, or have a local restaurant donate a portion of their proceeds to ACS CAN.

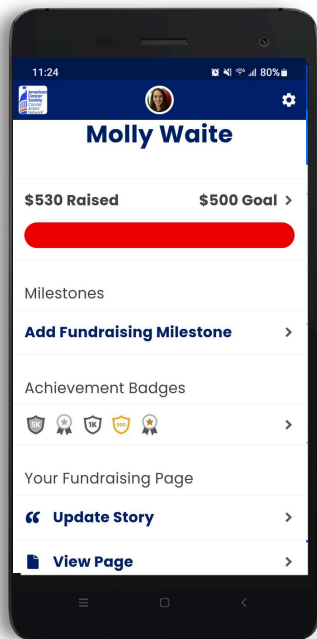
Download the ACS CAN DonorDrive Fundraising App

First, you'll want to download the DonorDrive mobile app. This can be done from both the Apple App Store for Apple iOS users; and the Google Play Store for Android users. Search for "DonorDrive" to find the **DonorDrive Charity Fundraising app**.

Download now:



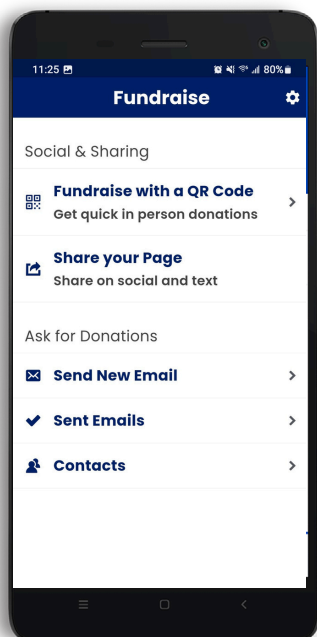
Set up your fundraiser



Download our **free** fundraising App today. It's so easy to accept donations and track your progress to your fundraising goals.

- **Set up a Fundraiser** – it's easy to do and will help you reach your fundraising goal!
- **Update your personal page** – to share your cancer-fighting story.
- **Set milestones** – as a call to action to help reach your goal.
- **Update your fundraising goal** – change your goal anytime throughout the campaign/event.
- **Keep track of your fundraising goals and progress** with real-time updates. Track all mobile and web donations made to you.

Share your page



Here are some other things you can do with our user-friendly app:

- Solicit donations via a personalized QR code – perfect for donors who prefer easy digital payment methods.
- Send donation thank-you notes.
- Share your page through text messages by clicking "share your page".
- Send emails to your contacts asking for support.
- Share your page on your social media channels.

Incentives for Fundraising

Thank you to all who fundraise and collect donations for ACS CAN! The following recognition opportunities are available to thank our fundraisers. Some of these are only available to attendees of the Leadership Summit and Lobby Day (LS&LD) event, as noted with a *:

Hope Level — Raise over \$200

- Hope Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*

Cure Level — Raise over \$500

- Cure Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Name recognition on the October and November volunteer calls
- A \$25 coupon code to purchase swag from the ACS CAN store

Grand Champion of Hope — Raise over \$1,000

- Grand Champion of Hope Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2025 Grand Champion Lapel Pin
- A \$50 coupon code to purchase swag from the ACS CAN store
- Name recognition on the October and November volunteer calls
- Name recognition on the screen at LS&LD*

Hope Hero — Raise over \$2,500

- Hope Hero Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2025 Grand Champion Lapel Pin
- A \$75 coupon code to purchase swag from the ACS CAN store
- Name recognition on the October and November volunteer calls
- Name recognition on the screen at LS&LD*

Incentives for Fundraising Continued

Top Advocate — Raise over \$5,000

- Top Advocate Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2025 Grand Champion Lapel Pin
- A \$100 coupon code to purchase swag from the ACS CAN store
- Name recognition on the October and November volunteer calls
- Name recognition on the screen at LS&LD*

Remarkable Advocate - Raise over \$10,000

- Remarkable Advocate Level Certificate of appreciation
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2025 Grand Champion Lapel Pin
- A \$120 coupon code to purchase swag from the ACS CAN store
- Name recognition on the October and November volunteer calls
- Name recognition on the screen at LS&LD*
- Membership into the ACS CAN Volunteer Fundraising Hall of Fame
- Invitation to ACS CAN monthly briefings
- Annual invitation to a reception pre- Hope Walk in DC*
- Thank you letter from President, Lisa Lacasse

Top Ten Fundraisers

- Thank you letter from ACS CAN Leadership
- Receive ACS CAN thank you post card from Lights of Hope team
- Exclusive, non-transferable ticket to the LS&LD evening fundraising dinner & dance*
- Special edition 2025 Grand Champion Lapel Pin
- Top Ten Certificate of Achievement and framed photo from Lights of Hope
- On stage recognition during LS&LD*
- A \$120 coupon code to purchase swag from the ACS CAN store
- Induction into the ACS CAN Volunteer Fundraising Hall of Fame
- Invitation to ACS CAN monthly briefings
- Annual invitation to a reception pre- Hope Walk in DC*
- Name recognition on the October and November volunteer calls

Volunteer Fundraising Hall of Fame

To celebrate Lights of Hope turning 15, we are introducing the Volunteer Fundraising Hall of Fame. This award will be presented to anyone who raises over \$10,000 for ACS CAN.

Inductees

- Raise over \$10,000 to become a member. Anyone who was in the top 10 since the start of Lights of Hope will automatically become a member of the Hall of Fame.

Benefits

- Members will receive an exclusive Hall of Fame ACS CAN Jacket.
- Recognition on stage at LS&LD.
- Personalized award recognizing membership into Hall of Fame.
- Name displayed in the DC National office.
- Annual invitation to a reception pre- Hope Walk in DC.
- Invitation to ACS CAN monthly briefings.

Sponsorships

ACS CAN offers many sponsorships and benefits for fundraisers.

What is a Lights of Hope sponsor?

A Lights of Hope sponsor is a person or company that provides financial support or in-kind donations to ACS CAN. In exchange, sponsors receive benefits like increased brand awareness.

How do I recruit a sponsor?

Start by creating a list of organizations/businesses you think would be a good fit for a Lights of Hope sponsor. Check out the *types of businesses* worksheet found on the [resource website](#) to help get started. Use the guide found on the [resource webpage](#) to go through the steps on recruiting a sponsor.

How do I track my sponsorship?

You can use the tracking worksheet found on the [Lights of Hope resource webpage](#)

Do we offer benefits?

Yes, there are benefits offered for sponsorships of, \$200, \$350, \$500, \$1,000, \$2,500, \$5,000 and \$10,000. Use the [sponsorship packet](#) when making asks.

What if my sponsor wants a benefit that is not listed?

Check with your staff partner or the Lights of Hope team to see what benefits we can offer outside of the benefits already listed. We can work with companies on what makes sense to them.

How do I fulfill the benefits?

Work with your staff partner on fulfilling the benefits for your sponsors.

What if my sponsor wants to get involved in my local event?

We welcome sponsors at local events. Invite them to be a speaker or have their employees decorate bags. This is a great way to show your sponsor what Lights of Hope is.

My sponsor wants their bags brought to DC. What do I do?

If you're the volunteer, you're allotted 20 bags to bring to DC. You can offer to bring some of theirs as part of yours. If they want more bags in DC, reach out to your staff partner to see what options we have available. You should be having conversations with your sponsor to see what is meaningful to them.

Sponsorship FAQ Continued

How do I display my sponsor bags?

There are several ways to display sponsor bags. Be sure to talk with the sponsors about what is important to them. Often, they would like them displayed and photographed at their location. You could also include them in your at home display or as part of your bag allocation if you are traveling to DC for the Hope Walk.

What if my sponsor does not want bags or all of the bags they earned?

The sponsor benefits are at the discretion of the sponsor. If they are not interested in creating Lights of Hope bags that is fine. No need to make them or insist they take the amount allocated.

How do I continue engaging with my sponsor?

Sponsorship recruitment and retention is all about relationship building. Make sure you are keeping your sponsors informed about all the great work their donations make possible. Include them in updates related to your advocacy and fundraising efforts. At the end of the year be sure to share the impact report where their company is celebrated.

How do I thank my sponsors?

Thanking your sponsors is an important step in the process. Be sure they know how much of an impact their support has on our mission. You should consider a thank you note or email. It would be lovely to include a photo of their sign or bags being displayed at home or in DC.

Can I recruit sponsors for a fundraiser outside of Lights of Hope?

Yes, we can offer sponsorships and benefits for volunteer fundraisers that are not Lights of Hope. Reach out to your staff partner if you are interested in creating a sponsorship packet for your fundraiser.

Sponsorship Guide

Step One

Create a list of local stores, organizations, or businesses.

Ideas for prospective sponsors:

- Tea and coffee shops
- Dentist offices
- Restaurants
- Service organizations

You can find a list of all Lights of Hope sponsors on the resource website to help spark some ideas. www.fightcancer.org/lohresources

Step Two

Create a sponsor response sheet to track your outreach. It should look something like the below: Full worksheet is on next page.

Company Name	Contacted? Yes/No	Phone # /Email	Details
Pizza Place	Yes	(xxx)- xxx-xxx	Pledged \$200
Coffee Hut	Not Yet		

Step Three

Use the information provided in our [sponsorship packet](#) to aid with your sponsorship proposal. The packet provides prospective sponsors with information on specific benefits of different sponsorship levels.

You can customize sponsorship packet materials to better meet your needs. Work with your ACS CAN partner to determine realistic incentives to offer your sponsors.

Step Four

Start contacting prospective sponsors by stopping by to speak to the person in charge of giving. You can also send a personalized email or letter. It will be helpful to follow a script so you can remember the important information you want to share.

Example Script

"Hello! My name is ____, and I'm a volunteer with the American Cancer Society Cancer Action Network. This September, I am participating in Lights of Hope. Volunteers, like myself, will display more than 80,000 Lights of Hope all across America. Each one telling the story of a loved one, a family member or friend, impacted by cancer. As a volunteer with ACS CAN, I have seen firsthand how critical public policy advocacy is to advance our fight against cancer. I want to do my part as a volunteer by helping raise money for ACS CAN through Lights of Hope to continue to fight for cancer patients during this critical time. With your sponsorship you can help me bring hope to our community."

TIP: Your script will change depending on how the conversation goes. It's always helpful to tell your personal story and your connection to ACS CAN. A best practice is to hand or send the entire sponsor packet to the potential donor and let them choose the amount to give.

Step Five

Record necessary information on the sponsor tracking sheet. Work with your Grassroots Manager to implement the sponsorship incentives for each sponsor.

Step Six

Be sure to thank the organizations for sponsoring Lights of Hope! A sponsor who is satisfied and feels valued will be more likely to sponsor again in the future.

Question about sponsorships?

**Contact your ACS CAN staff
partner or email
acscanraiser@cancer.org**

Sponsorship Tracking

Company Name	Contacted? Yes/No	Date of Ask	Name of Contact	Phone # /Email	Sponsor Details/ Notes

Ideas

Looking for fundraising ideas? Look no further! Fundraising is challenging but rewarding work, so we want to make it easy for you to get started. These easy ideas will help take your fundraising to the next level!

Play Ball! Turn your favorite sport into a fundraiser. Whether it's touch football, soccer, ultimate frisbee, golf, or even ping pong, set a time and location and have friends sign up to play with a donation. Sell water and snacks to raise a few more bucks.

Sell Sweets Everyone loves homemade desserts – host a community bake sale! Get a few coworkers or friends together to commit to baking a variety of goods. Post a flier for your bake sale in your break room, community center, or at local businesses – you can even include a QR code on the flyer to encourage additional donations.

Dress Down for Donations Talk to your HR team or school administration to find out if they're open to the idea of a casual Friday (dress like movie characters, in pajamas or ugly Christmas sweaters- or maybe jeans!). Colleagues simply donate \$10 or \$25 to participate.

Dine Out for Donations at a Franchise Ask your local franchise if they are interested in supporting! Many of these locations will donate a portion of food and drink proceeds during your fundraising night. All you have to do is promote it, so people show up!

Partner with restaurants Create a restaurant fundraiser that allows supporters to eat at a local restaurant or bakery on a particular day, and the restaurant donates a percentage of its sales back to ACS CAN. Arrange a meeting with those restaurant managers to explore your options.

Donate DIY Sales Enlist friends, co-workers or kids in your life to make friendship bracelets, paintings, framed photos, clay sculptures, flower vases made from cans -- or whatever else you can make with a little creativity! Post pics of your creations on social media and plan a pop-up sale or auction!

Dollars for Dares Come up with a fun challenge or dare, like wearing a silly costume to school, singing karaoke to your donors' song picks, or taking a cold plunge at the beach or lake. Invite colleagues, friends, and family to support your challenge through donations. Consider incentives that could make things really interesting – for a big donation, your top donor could choose your next hair color! Remember: share lots of pics on social media to keep up the momentum.

Run a used book sale Partner with a local bookstore looking to clean up its overstock inventory. They can host a weekend sale of used books they want to clear out at great prices, with a portion of the profits benefiting ACS CAN.

Ideas

Hold a holiday cooking competition Round up supporters and foodies around a friendly culinary competition, such as a Christmas cookie dough bakeoff. Contestants create their best holiday dishes with a specific ingredient or other criteria, and people pay to taste each dish and cast their votes.

Organize a game night Put together a board game night that's friendly for all ages, with options from Monopoly to Candy Land. Charge for entry and host miniature tournaments among sets of players with prizes to motivate participation.

Share laughs with a comedy night Recruit community members, local performers, and up-and-coming comics to show off their talents at your comedy night event. Sell entry tickets, then encourage donors to show additional support through the form of food and beverage purchases for suggested donation amounts.

Hold a trivia night Ask a local restaurant or bar to host your trivia night fundraising event and encourage participants to form teams in advance. Set a minimum amount that participants must pay in order to participate in trivia.

Partner for a pub crawl Host a pub (or restaurant) crawl as a great way to put a philanthropic twist on a fun Saturday night. Plan your route with local breweries that may offer discounts or ask participating bars and eateries to donate a portion of their profits to ACS CAN. Charge for entry or invite registrants to make contributions at various stops along the crawl.

Silent Auction Get different products from businesses in the area such as paint, makeup, gift cards, gym membership, etc. Put a mixture of things in baskets and then auction each basket mixture.

Pop-Up Stores Raise funds virtually through established websites like Double Good Popcorn, Gertrude Hawk chocolates, Mrs. Field's cookies, Pizza Hut pizzas and many more! Keep a portion of every dollar you sell.

10,000 steps challenge Pledge to walk 10,000 steps a day over a certain time frame (often a week or a month). Create milestones and fundraise for each one. Set up a page on the ACS CAN DonorDrive Endurance campaign.

Live Gaming Fundraiser Engage a popular gamer or yourself to livestream playing a game (usually streamed on Twitch) and have them point viewers towards your personal fundraising page.

Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch the attention of potential donors and inspire immediate action.

EXAMPLE 1: Donation request to friends and family

Subject: I'm ready to save lives – can you help?

Dear [insert name],

This year, I am fundraising for the American Cancer Society Cancer Action Network (EVENT NAME).

This is a cause I personally believe in. (Share personal connection to cancer.)

Would you be willing to make a contribution to my fundraiser? Every dollar raised will help pass laws that make sure patients have access to the care they need to fight their cancer.

To donate, simply click [Insert link to fundraising page]

Thank you in advance for your generosity and support.

With love/Sincerely,

[Your name]

Email Examples

EXAMPLE 2: Time-sensitive donation request to friends and family

Subject: Only [insert number] days left to help me reach my fundraising goal

Dear [insert name],

I only have [number] days left to finish fundraising for [event name].

I'm sure you know people who have been affected by cancer. This cause is pretty personal to me, and that's why I have partnered with the American Cancer Society Cancer Action Network.

Volunteers like myself across the country are making our voices heard to policymakers at every level of government. We believe everyone should have a fair and just opportunity to prevent, detect, treat, and survive cancer.

To donate, just click here. [Insert link to fundraising page]

It would also really help if you could share my fundraising link with everyone you know. The more eyes on my fundraiser, the better!

I appreciate all of your support!

With love/Sincerely,

[Your name]

Email Examples

EXAMPLE 2: Lights of Hope donation request to friends and family

Subject: Your Light Can Spark Monumental Change – Find Out How

Dear [insert name],

As the seasons begin their vibrant transformation, our community too prepares for a powerful change – one that you have the opportunity to be an integral part of. I'm writing to you not just as a fellow supporter but as a volunteer who has seen the impact of every light, every donation, every hope shared in our collective fight against cancer.

This year, as we mark the 15th annual Lights of Hope event, I invite you to dedicate a Lights of Hope bag in honor of, in memory of, or for a supportive caregiver as part of this year's celebration and a bag will be personalized with the name and message of your choice and placed with others at my display.

More than 80,000 bags will be displayed in communities all across America and I want you and your loved ones to be part of this.

I have the opportunity to display all my lights of hope bags locally and am asking for your support. With your donation of \$10 or more, you can help me bring hope to our community.

Remember, the glow from each light represents a story, a life, a memory. Add your light to the constellation of hope today.

I really appreciate your support.

With love/Sincerely,

[Your name]

Email Examples

It's critical to thank all of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shoutout on social media.

EXAMPLE 3: Thank You

Subject - Your support brings hope - thank you!

Dear [Name],

My fundraising has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for the American Cancer Society Cancer Action Network (ACS CAN).

With your help, I have raised [\$X] toward ACS CAN's mission. I encourage you to follow the American Cancer Society Cancer Action Network on Facebook, Instagram, and X to stay up to date on their work and see how your donation is fueling their mission.

Thank you again for your generosity.
[Name]

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

Social Media Examples

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. As you share your pictures and information about your fundraising, ask followers to make a donation to help you become the top fundraiser while supporting the American Cancer Society Cancer Action Network's mission to help save lives from cancer.

PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your fundraiser across all of your social channels to spread the word!

Facebook Example

"I'm raising money for the American Cancer Society Cancer Action Network. I've raised [amount] so far, but I still need [amount] to completely reach my goal! Would you consider making a donation (even small gifts help!) to assist me in my fundraising efforts?

Please feel free to share this post and encourage your own friends to give to my [fundraiser].

Thank you in advance for your generosity!" [insert relevant #hashtag, URL, and photo]

X Example

"Help me raise money for the American Cancer Society Cancer Action Network! I only need [amount] to reach my goal. Make a difference!" [insert relevant #hashtag, shortened URL, and photo]

Instagram Example





"I'm raising money for the American Cancer Society Cancer Action Network, and I need your help! Even a small donation would assist me in reaching my goal of [amount]. With a donation of [amount], you'll be helping ACS CAN achieve their mission to end cancer as we know it, for everyone. Read more about my fundraiser and make a donation by clicking the link in my profile!" [insert relevant #hashtag]

**** Note:** *If you place a link in the description of your Instagram photos, your followers won't be able to click on it. Make sure you include the link in your bio so that supporters have access to your fundraiser.*

Social Media Best Practices

Share American Cancer Society Cancer Action Network facts and mission:

- Your donations help improve lives.
 - \$50 can help educate ACS CAN members about who their elected officials are so they can let their them know the importance of supporting cancer-related legislation. Please donate today. [LINK TO FUNDRAISER]
 - \$100 can help fund the collection of tens of thousands of signatures on a petition to call on Congress to increase cancer research funding and save more lives from this devastating disease. Please donate today. [LINK TO FUNDRAISER]
 - \$250 can help ACS CAN host a candidate forum so that the public gets a chance to see where their elected officials and candidates stand on cancer-related issues. Please donate to today. [LINK TO FUNDRAISER]
- 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.
- Thank donors on social media and tag them in your posts as a way to reach other potential donors.

Channel	Optimal Media Type	Optimal Copy Length	Optimal Image Size	Best for:
	<ul style="list-style-type: none">• Video• Photos	Under 120 characters	1:1	Telling personal stories of impact. Share why you're participating with family and friends. Tag @ACSCAN
	<ul style="list-style-type: none">• Video• Photos• Links	Under 140 characters	1:1	Sharing news and engaging with your employees, participants, and community members discussing the fundraiser. Tag @ACSCAN
	<ul style="list-style-type: none">• Photos• Short videos	Under 150 characters	1:1	Photography from events and real-time moments. Tag @ACSCAN
	<ul style="list-style-type: none">• Links to articles• Photos	Under 100 characters	1:1	Sharing news about your fundraiser. Share why you're supporting ACS CAN through your networks.

Tax Deductibility

The difference between a 501(c)(3) and a 501(c)(4)

- Nonprofit organizations can legally lobby legislators on important matters of public policy but there's a tradeoff between the amount of lobbying allowed and the ability to offer tax-deductibility to donors.
- 501(c)(3)s get very favorable tax treatment under the law, including the ability to offer tax-deductibility to contributions, but that's balanced out with annual limits on how much lobbying they can do.
- 501(c)(4)s can engage in unlimited lobbying, but donors cannot write off their contributions on their income taxes, which sometimes makes fundraising more challenging.

What does this mean for ACS CAN?

- Contributions to ACS CAN are not tax deductible because we use the donations to support our citizen-based advocacy and lobbying efforts to end cancer.
- You should always lead with mission and talk about what ACS CAN is doing with the money we raise.
- For the majority of individuals and companies, tax deductibility should not be a barrier.

Volunteer Fundraising FAQs

Thank you for your commitment to helping fuel our mission by raising money for ACS CAN . We want to make sure you have all the information you need to be successful, so we have compiled a list of frequently asked questions and answers to make things easier.

Is a contribution to ACS CAN tax-deductible?

No. Contributions to ACS CAN are not tax-deductible as charitable or business expenses. Contributions to ACS CAN are not tax deductible because we use the donations to support our citizen-based advocacy and lobbying efforts to end cancer as we know it for everyone.

Do I need to include the ACS CAN tax disclaimer on event materials?

Yes. Any document requesting donations for ACS CAN needs to include this tax disclaimer: "Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc., are not tax-deductible." That is true even if the flyer is created by the venue hosting the event.

Does ACS CAN provide tax receipts?

No. Contributions or membership payments to ACS CAN are not tax-deductible, so tax receipts will not be provided.

What are the rules around becoming an ACS CAN member when someone gives?

Any donor who donates \$10 or more through your DonorDrive personal page will become a member of ACS CAN. If you receive an offline contribution, please reference the [volunteer guide to using society donations batching](#).

Does ACS CAN reimburse volunteers for their event expenses?

No. ACS CAN is not financially responsible for a volunteer's event expenses.

Is the use of the membership forms required?

In the case where funding may be received in person and not through the DonorDrive online site, the standard ACS CAN Membership Form should be used whenever possible. If someone wants to make a contribution without becoming a member, ACS CAN will accept it. Promptly enter the proceeds in your online fundraising center and contact your ACS CAN Staff Partner about how to process the donation(s).

What content must be on material prepared for a fundraiser?

All material that you create must clearly state that contributions support the "American Cancer Society Cancer Action Network." It must contain the tax-disclaimer language: "Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc., are not tax-deductible." All materials prepared must be approved by your ACS CAN Staff Partner.

Volunteer Fundraising FAQs

Can the American Cancer Society Cancer Action Network logo be used?

Yes, the ACS CAN logo can be used on event materials. You can contact your ACS CAN Staff Partner for a copy of the logo. All materials prepared, including use of the logo, must be approved by your ACS CAN Staff Partner.

Can I accept checks?

Yes. Checks should be made to "ACS CAN." Reach out to your ACS CAN staff partner for instructions on processing the check(s).

Where do I deposit offline proceeds?

Enter the information into your DonorDrive page and then follow the instructions for [Society Donations Batching](#). Reach out to your staff partner for more information.

Can I sell goods and services to raise funds for ACS CAN?

You can offer courtesy goods and services to those who give. "Bake sales" and the like should include materials that explain this concept. Flyers and signs should contain this language: "Prices are suggested contribution amounts. All proceeds go to the American Cancer Society Cancer Action Network. Goods and services are provided courtesy of volunteers to the ACS CAN." Materials should also include the tax-disclaimer language: "Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc., are not tax-deductible."

Can I host a fundraising event such as a dinner party, workout class or other special activities?

Yes. So long as all proceeds are directed to ACS CAN and the requirements described above, such as getting approval on material and tax-disclaimer language, is followed. If you have the event at a commercial location, such as a restaurant, you continue to be responsible for the costs and all proceeds collected must go to ACS CAN.

Can I make a commitment for a restaurant night where some of the meal purchase goes to ACS CAN?

Not without an ACS CAN Staff Partner and legal counsel's approval. In many states, nonprofit laws regulate these events and restaurants are not consistent in how they comply with the laws. Many restaurants have their own written contracts that a volunteer might be offered but should not sign. In most instances, ACS CAN will need to enter a contract with the restaurant to outline the parameters of the promotion. For that reason, we ask that you discuss the option with your ACS CAN Staff Partner who can help you through the process. While a volunteer cannot enter an agreement on ACS CAN's behalf, ACS CAN can decide to enter the agreement to support your volunteer efforts.

Volunteer Fundraising FAQs

Can I serve alcohol at a fundraising event?

ACS CAN prefers that alcohol is not served at most fundraising events. However, in circumstances where a licensed provider (bartender) is involved, ACS CAN would provide a contract to the vendor that would assure the venue has an appropriate license and insurance. Your ACS CAN Staff Partner would have to work directly with the venue to complete the contract. The volunteer would remain responsible for the cost of the event, including alcohol.

If I have an event with alcohol served, can I advertise the event?

First, follow the instructions above, "Can I serve alcohol at a fundraising event" Once you have the signed contract you can advertise the event. You cannot have pictures of alcoholic beverages in the materials you are creating. And you cannot have a made-up drink name featured for the event. Example: "cancer free pink martini".

All materials prepared must be approved by your ACS CAN Staff Partner.

Can I hold a raffle or sweepstakes to fundraise for ACS CAN?

No. Unfortunately state laws are very strict regarding this type of activity, and it would require ACS CAN to operate the event. For that reason, volunteers are asked not to conduct these activities.

Can I hold an auction?

Yes. ACS CAN has an approved online vendor, GiveSmart to host silent auctions. Reach out to your ACS CAN staff partner to get an online auction set up for your fundraiser. It is important that materials are clear:

"This auction is conducted by volunteers to benefit the American Cancer Society Cancer Action Network, Inc. All proceeds go to ACS CAN, and goods and services were contributed." Materials should also include the tax-disclaimer language: "Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc., are not tax-deductible."

Thank You



Your fundraising improves lives.

Many of the most important decisions about cancer are made by your state legislature, in Congress and in the White House. ACS CAN empowers regular people to be part of the growing national movement that is fighting back against cancer. Fundraising for ACS CAN makes a difference in many ways, such as:



can help fund ACS CAN's efforts to encourage more people to fight back against cancer. ACS CAN is building the largest grassroots movement of cancer advocates.



can help educate ACS CAN members about who their elected officials are so they can let their them know the importance of supporting cancer-related legislation.



can help fund the collection of tens of thousands of signatures on a petition to call on Congress to increase cancer research funding and save more lives from this devastating disease.



can help ACS CAN host a candidate forum so that the public gets a chance to see where their elected officials and candidates stand on cancer-related issues.



can help ACS CAN send a volunteer to Leadership Summit and Lobby Day to be trained on how to become a better cancer advocate and meet with their federal elected officials to implore them to do more in the fight against cancer.