



The 7 Habits of Highly Effective SLAs	Tips to Achieve the Goal
<p>1. An effective SLA <u>builds relationships with key elected officials</u> and organizes actions to advance our legislative agenda.</p>	<ul style="list-style-type: none"> <li>✓ Aim to communicate with your local, state and/or federal reps at least once a month</li> <li>✓ Remember to include high visibility tactics like in-district meetings, rolling drop bys, bird dogging, and LTEs</li> <li>✓ Make sure you are familiar with our legislative agenda, understand the value of your personal story, and can tie your story to one or more of our campaign issues</li> </ul>
<p>2. An effective SLA <u>works with others</u> to set and achieve team goals.</p>	<ul style="list-style-type: none"> <li>✓ Participate in annual goal setting with the other in-person and online volunteers for your state</li> <li>✓ Get to know your ACT Leads to understand their skills and interests, and match these with team needs</li> <li>✓ Hold regular team meetings to plan activities and assess progress towards your team goals</li> </ul>
<p>3. An effective SLA recruits <u>ACS CAN members</u> to ensure success with the state's annual ACS CAN membership and fundraising goals.</p>	<ul style="list-style-type: none"> <li>✓ Develop your fundraising plan together as a team</li> <li>✓ Ask your staff partner to help you articulate what ACS CAN is and what it means to be a member</li> <li>✓ Use ACS CAN event guides to review fundraising best practices - this will help make some of our more typical ACS CAN events easier to plan and execute</li> </ul>
<p>4. An effective SLA ensures that <u>advocacy is an integral part of ACS events</u> in the state.</p>	<ul style="list-style-type: none"> <li>✓ Work with your ACT Leads and staff partner to build a list of events in your state, and then begin to create a plan for interacting with those event participants</li> <li>✓ Visit <a href="http://fightcancer.org/relay">fightcancer.org/relay</a> and <a href="http://fightcancer.org/makingstrides">fightcancer.org/makingstrides</a> to familiarize yourself with event advocacy issues and materials</li> <li>✓ Ready for more responsibility? Consider becoming a Relay or Strides CAN Lead at an event near you!</li> </ul>
<p>5. An effective SLA <u>maximizes earned media opportunities</u> to support our legislative agenda.</p>	<ul style="list-style-type: none"> <li>✓ Use social media to promote ACS CAN legislative agenda and events</li> <li>✓ Talk to your staff partner if you would like coaching on how to speak about our issues in a media setting</li> </ul>
<p>6. An effective SLA <u>recruits and trains new ACT Leads</u> to grow the team and show our power at meetings and other events.</p>	<ul style="list-style-type: none"> <li>✓ Seek to foster diverse volunteer leadership to decrease death and suffering from cancer in all communities</li> <li>✓ Engage seasoned ACT Leads to serve as mentors to new/upcoming ACT Leads</li> <li>✓ Use the ACT Lead Handbook as a training resource</li> </ul>
<p>7. An effective SLA <u>maintains strong communication channels</u> with other volunteers and staff.</p>	<ul style="list-style-type: none"> <li>✓ Create and maintain a list of the ACT Leads in the state and the best ways to reach them</li> <li>✓ Work with your staff partner to receive talking points, toolkits, and other background materials regularly</li> <li>✓ Talk to your staff partner about the legislative calendar for your state to better prepare for busy times like the end of session or congressional recesses</li> </ul>