



## Ambassador Action Center

The Ambassador Action Center (AAC) is the tool the American Cancer Society Cancer Action Network (ACS CAN) uses to capture the activity of its grassroots leadership volunteers – State Lead Ambassadors, ACT Lead Ambassadors, and ACT Team Members/Ambassadors. It allows us to quantify the IMPACT volunteers are having as they work to affect public policy change at the local, state, and national levels.

The AAC measures this collective impact of ACS CAN volunteers in five key areas:

1. Impact Your Lawmakers: Interactions with legislators at every level of government.
2. Build Your Team: Growth of ACS CAN's grassroots movement.
3. Get Media Coverage: Amplifying ACS CAN's public voice.
4. Connect with Partners: Outreach to organizations and groups who share the ACS CAN mission.
5. Money Raised for ACS CAN: An essential for running winning campaigns and building the organization!

There are multiple tactics volunteers can undertake to help advance ACS CAN's work in each of these areas, and they have varying point values in the AAC. For example, one would earn more points for a meeting with a lawmaker than sending an email. As a result, our hope is that we can easily answer questions like How many meetings are we having a year? How many new volunteers are we recruiting? How many letters to the editor are we submitting?

It's important to note that while competition is healthy (and fun!), the goal of the AAC isn't simply to "win" by getting the most points, but rather to make sure we are engaging lawmakers and our communities in a variety of ways in order to maximize ACS CAN's impact as an organization.

For the first four categories listed above, ACS CAN relies on volunteers to self-report their actions by signing up and regularly visiting the mobile-optimized site at [acscan.org/ambassador-action-center](https://acscan.org/ambassador-action-center). For the fundraising category, all money raised through CANraiser feeds directly into the AAC on a monthly basis. This includes offline fundraising that has been manually entered into that system. As with everything we do at ACS CAN, we strive for continuous improvement, and the AAC is no exception, so from time to time there will be tweaks in the information that we collect or in the points assigned to an activity.

The only way a tool like the Ambassador Action Center can truly be effective is if it's valuable to ACS CAN volunteers who use it. If you have questions about the system, feedback you'd like to give, or if you aren't signed up yet and want to know how, please consult with your ACS CAN staff partners for more information!