

# #CancerLobbyDay Examples



### Example 1 – Twitter

- Tagged lawmaker & mentioned staff by name
- Connected to a real person’s story using a photo
- Used #CancerLobbyDay hashtag
- Used state hashtag (don’t worry if your state doesn’t have one, not all do)

### Example 2 – Twitter

- Thank you to lawmaker & staff
- Tagged lawmaker
- Used #CancerLobbyDay hashtag
- Tagged state ACS CAN account
- Used a pic of volunteers from a meeting
- Reiterated ask in tweet





Julie Hart  
@jhartheart

One more #CancerLobbyDay tweet...in memory of my beautiful cousin Pam. Miss your laugh, smile and just hearing your voice.



### Example 3 – Twitter

- Illustrating why we do cancer advocacy by showing a picture and telling the story of someone we love
- Used #CancerLobbyDay hashtag



heyalexehols A few days ago, I joined the ACS Cancer Action Network for National Cancer Lobby Day to virtually advocate for all those who have ever been touched by cancer.

For the current cancer patients, survivors and in memory of all those who have passed away.

Together, with close to 500 other advocates, we met virtually with congresspeople throughout the entire US to speak up for those who may not be able to speak for themselves.

Pushing for greater cancer care, research & accessibility for ALL regardless of background were our biggest asks this year. You can check



124 likes

SEPTEMBER 22, 2020

### Example 1 – Instagram

- Used #CancerLobbyDay
- Explained in detail what he was doing in his post
- Nice pic as an illustration of what he was doing during #CancerLobbyDay



**urimade** #cancerlobbyday in 2020 compared to 2019! Though we couldn't be in DC this year we had a great day on the Virtual Hill with all of our incredible ACS CAN lead volunteers. We made sure that our members of congress know how important funding for cancer research & prevention programs & clinical trials are. Thank you to all the staff who took the time to meet with us today from Sen Schatz's, Sen Hirono's, Rep Gabbard's and Rep Case's offices. We appreciate your support. We won't stop fighting until we find a cure! Come fight with us @acscan ! Text cancer to 40649 to get involved. #UritakeTheHill

Liked by acscanhi and 53 others  
SEPTEMBER 16, 2020

Add a comment...

### Example 2 – Instagram

- Shared pics from this year & previous year (nice change up from just the meeting screen shot)
- Used #CancerLobbyDay
- Tagged @acscan
- Mentioned asks and lawmakers
- Provided a way for others to get involved by texting in

### Example 3 – Instagram



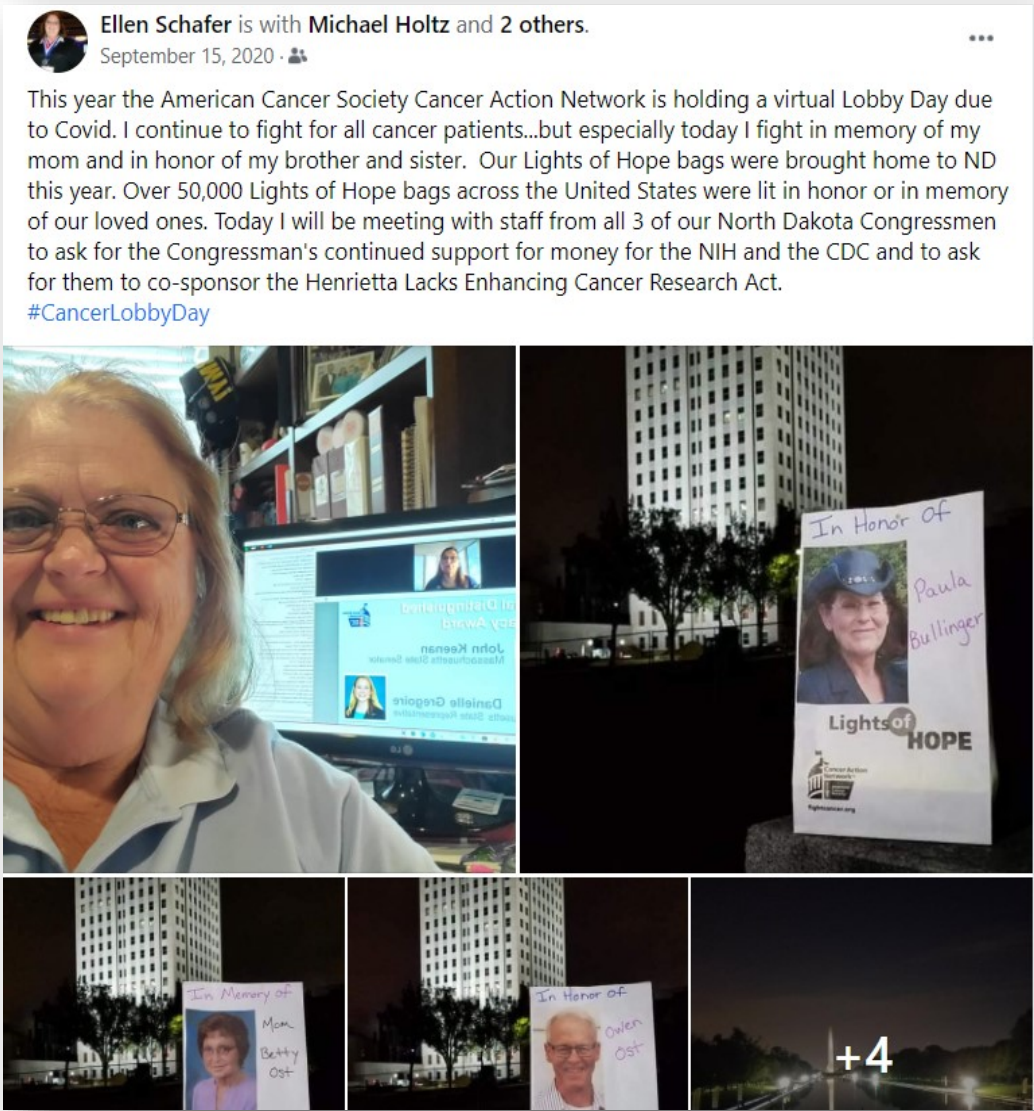
- Made it relevant and personal— talked about why we're at home, but why it's important to tell our stories & advocate
- Used #CancerLobbyDay






- ### Example 1 – Facebook
- Used video to reach more people using his own words
  - Made it personal
  - Used #CancerLobbyDay
  - Mentioned asks and tagged lawmakers

- ### Example 2 – Facebook
- Talked about the people she fights for & made it personal
  - Great pics showing Lobby Day activity & tying activity to Lights of Hope
  - Used hashtag
  - Talked generally about meetings



 Linda Power Finlof Holden is with Mary Elizabeth Kemp and 21 others.  
September 15, 2020 · 🌐

Although we speak on all of our meetings on ACS-CAN Lobby Day, it was an honor to be asked to speak this morning on the ACS-CAN call with Senator Dianne Feinstein's office. With our California Delegation on the call, I believe 60 of us. I shared Bob's story as well as my friend [Sheila Marie McGlown](#)'s story of her clinical trial experience and [Sheila](#) being the only black person in her clinical trial. One of the bills we are lobbying for is the "Henrietta Lacks Enhancing Canc...

[See More](#)




### Example 3 – Facebook

- Referenced stories she talked about in meetings & tagged some of those people in post
- Used meeting pic
- Used #CancerLobbyDay
- Mentioned ask

### Example 4 – Facebook

- Shared a selfie — these are your friends & family and they want to see what you are doing
- Used #CancerLobbyDay
- Tagged lawmaker & reiterated asks
- Talked generally about meetings

 Jill Henning  
September 15, 2020 · 🌐

[American Cancer Society Cancer Action Network Georgia - ACS CAN](#) Lobby Day on Capital Hill today from my computer to theirs. Also known as take your dog to #CancerLobbyDay. Looking forward to meeting with [Senator David Perdue](#) at 11. Hoping he'll cosponsor the Henrietta Lacks Cancer Research Enhancement Act S.946 and increase cancer research and prevention programs. Cancer doesn't stop during a pandemic.

