**Sample Volunteer Recruitment Social Messaging**

The sample posts below are suggestions. Please personalize the highlighted sections to your personal situation, state, or campaign. Remember the most powerful messaging is personal. You know your social media audience the best. Have fun and get creative!

1. **Post:** *A C S C A N - Any guesses on what these letters stand for? Comment below. The first person with the right answer- wins!*
2. Add a picture of yourself having fun at an event, outside your state capitol, or similar-

**Post:** *Guess what I did today/this week/this month? I had a blast while using my voice to make an impact in the fight against cancer! Interested in hearing more? DM me today.*

1. Add a picture of yourself or your loved one if a caregiver or at work if health professional, etc.

**Post:** *As a cancer survivor/caregiver/health provider/parent/other fighting cancer is a personal priority. The American Cancer Society Cancer Action Network gives me the knowledge and tools to fight back in a way that suits me. How do you fight back for a world free from cancer? Unsure how to get started? DM me today.*

1. Share an action for your state social page. Add in this language.

**Post:** *Putting an end to cancer is an enormous undertaking, which is why I need YOU to JOIN me in letting our State lawmakers know that we will not back down. Please take action using the link below.*

1. Picture of a person who has joined you by acting on an ACS CAN call to action- petition, shared a post, action alert etc. (reward even a small action)

**Post:** *My good friend/ family member/ work colleague (tag) joined me in standing against cancer. Who will be next? Challenge on!*

1. **Post:** *Do you have 1, 5, 30 or more minutes to spare? Life is busy- I get it. As a volunteer with the American Cancer Society Cancer Action Network, I accomplish miraculous things in minutes a month. Whatever your situation we have opportunities for you to make a difference in the fight against cancer.*
2. Tag friends-

**Post:** *@friend I need YOU on my team! Join me in working to pass laws and regulations to make sure everyone has access to care. You can be part of our team across State making a difference in cancer care and treatment. Join today!* [*https://www.fightcancer.org/take-action/volunteer-acs-can*](https://www.fightcancer.org/take-action/volunteer-acs-can)

1. Share your story

**Post:** *Many of you know my cancer story but in case you don’t …(Share your story). I fight back by volunteering with ACS CAN. At the American Cancer Society Cancer Action Network, we help you tell your story so elected officials understand how important cancer-related issues are to their constituents. Join me and make sure your voice is heard! DM today or fill out this easy form -* [*https://www.fightcancer.org/take-action/volunteer-acs-can*](https://www.fightcancer.org/take-action/volunteer-acs-can)

1. Picture of you and friends or you holding a pizza or sundae.

**Post:** *Everything is customized these days. Make you own sundae! Make your own pizza! How about make your own rewarding ACS CAN volunteer opportunity to fit your passions and time? Sounds amazing, right? Simply DM today to start “YOUR own volunteer experience!” Together we will find the right fit for you!*

1. Picture from you state Cancer Action Day/Week or group lawmaker meeting.

**Post:** *You can have a major impact as a volunteer by advocating and lobbying our lawmakers to change policy affecting cancer patients across State. Join me at State Cancer Action day on date. Register today! Link to your state lobby day registration page*