Advocacy and Awareness –
Action Working Group Meeting
June 20th 9:30-1:00pm

September

The most immediate awareness item is around September landmark and building illumination and awareness proclamations, encouraging members to contact landmarks and local building owners now to comply with illumination application lead time requirements and to contact elected officials now with requests for September Awareness Month proclamations. Another concrete action item that members can take now in preparation for September is to identify people in their network who are in charge of general public communications - such as invoices - and ask them to create a special footer that acknowledges September as Childhood Cancer Awareness Month.

Add your event to the CAC2 listing here: [https://cac2.org/events/](https://cac2.org/events/)

Legislative Initiatives

On the advocacy side of our discussion, the group spent time discussing how to do better at educating CAC2 Members about current legislative initiatives and how to be an effective advocate. It was suggested that we might be able to secure a Congressional speaker or legislative panel at a future annual summit, or focus a webinar around how to effectively lobby around an issue. The group also spent some time discussing how to support - and not compete with - efforts of the Alliance for Childhood Cancer. For instance, there are CAC2 Members who attend the annual Childhood Cancer Action Days in DC, and we would like to see those members come together for a group photo during that event so we can show our presence and support.

Membership Map

A more long-term advocacy goal identified is to find a way to integrate state and local advocacy initiatives into an in-development CAC2 membership map, so that CAC2 members could more easily work together on advocacy initiatives in their area.

Goals

On Awareness, the group identified three big goals that all involve some level of toolkit-creation:
1. Develop a Storytelling Toolkit, which would be a compilation of best practices, examples, and how-to's around telling a powerful narrative about our organizations and the children we serve. Neal is forming a committee to explore this further. In the meantime, we are asking members to submit examples of how their organization has successfully used storytelling to get their message across.

2. Launch a one-day National Awareness Campaign with local action and coordinated online messaging with a toolkit of messages. This is a longer-term goal, aimed at next September (2020).

3. Create easy-to-share graphics and info-graphics that relay the grittier statistics around childhood cancer and help change the message away from the 80% survival rate.

**Other Ideas**

Other awareness items discussed but not aligned around in a clear way include:
- developing a marketing strategy for members to use when approaching corporations;
- establishing guidelines for member-to-member project collaboration;
- and investigating the utilization of a pro-bono marketing firm to help launch a national awareness movement.