

Advocate, Advocate,
ADVOCATE!

**2008 South Carolina Survivorship
Conference**

Shameless picture of
my kids



Gut Check..

How's Democracy working out for YOU?

Questions

1. How many bills are considered in an average two year congressional session?
2. What percentage of bills actually pass?
3. How many bills deal with renaming of post offices and federal buildings?
4. Approval ratings for Congress/President?

Gee...I wonder why...

Quote

“Democracy is NOT a
Spectator Sport”

-Nancy Amedei, Author and Activist

What is Advocacy?

Advocacy is a broad term for strategies to advance a point of view or on speaking up on behalf of a group.

What is Grassroots Advocacy?

Building and maintaining a permanent grassroots network that unites people affected by cancer as voices for change to develop grassroots skills, cultivate local leadership around cancer issues and empower individuals for collective action.

Why?

Congressional Staff Members

	Content	Passage
Grassroots Campaign	32%	59%
Lobbying by Executives	38%	33%
Use of Prof Lobbyist	53%	21%
PAC Contribution	2%	4%
Advocacy Advertising	2%	4%

Imagine if...

Millions of active, vocal people that are passionate about cancer and are willing to do what it takes to make cancer a national priority.

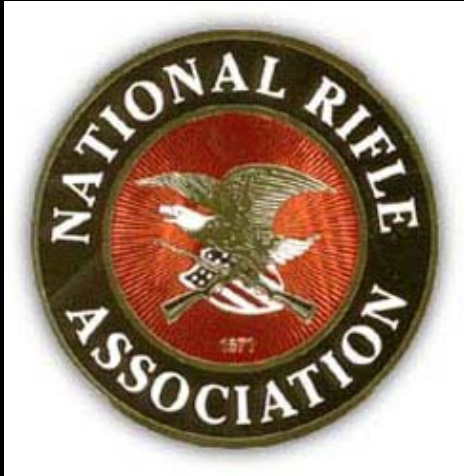
“The National Rifle Association (NRA) does the best job of any group in America in lobbying Members...It’s just good, straight democracy.”

-Rep. Barney Frank (D-MA)

U.S. House of Representatives

NRA Ranked #1 on Fortune Power 25

Grassroots Advocacy



ONE THE CAMPAIGN
TO MAKE
POVERTY HISTORY



YOU

“All Politics is Local”

-Tip O’Neil, Former Speaker of the House (1977-1987)

- **Local LIVESTRONG Armies**
 - Community-Based Grassroots Organizing
 - From the ground up
 - Presence across communities
 - Local people, locally lead

Local Armies

LIVESTRONG™ ARMY

LIVESTRONG™ ARMY

SAN DIEGO

LIVESTRONG™ ARMY

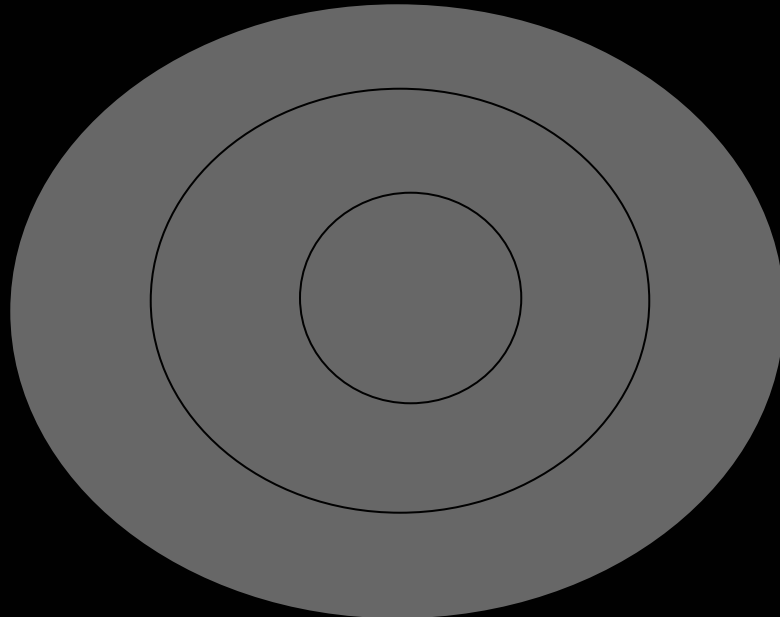
AUSTIN

- **Their Mission:**
 - Grow the LIVESTRONG Army
 - Raise Public Awareness
 - Demand Leadership Accountability
 - Support LAF's Policy Platform
 - Advocate for Issues of Local Concern

- Step 1: Recruit
- Step 2: Motivate
- Step 3: Mobilize

Recruit

- Build your base
- Expand your reach

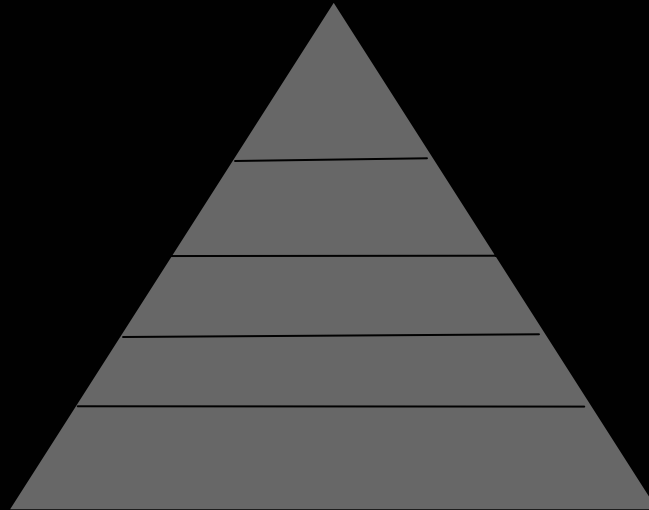


Motivate

- Communication
- Education

Mobilize

- Tactics
- Consistency



Most Effective

Meeting with a legislator

1. Going to Washington DC?
2. In-District Opportunities

A few quick tips

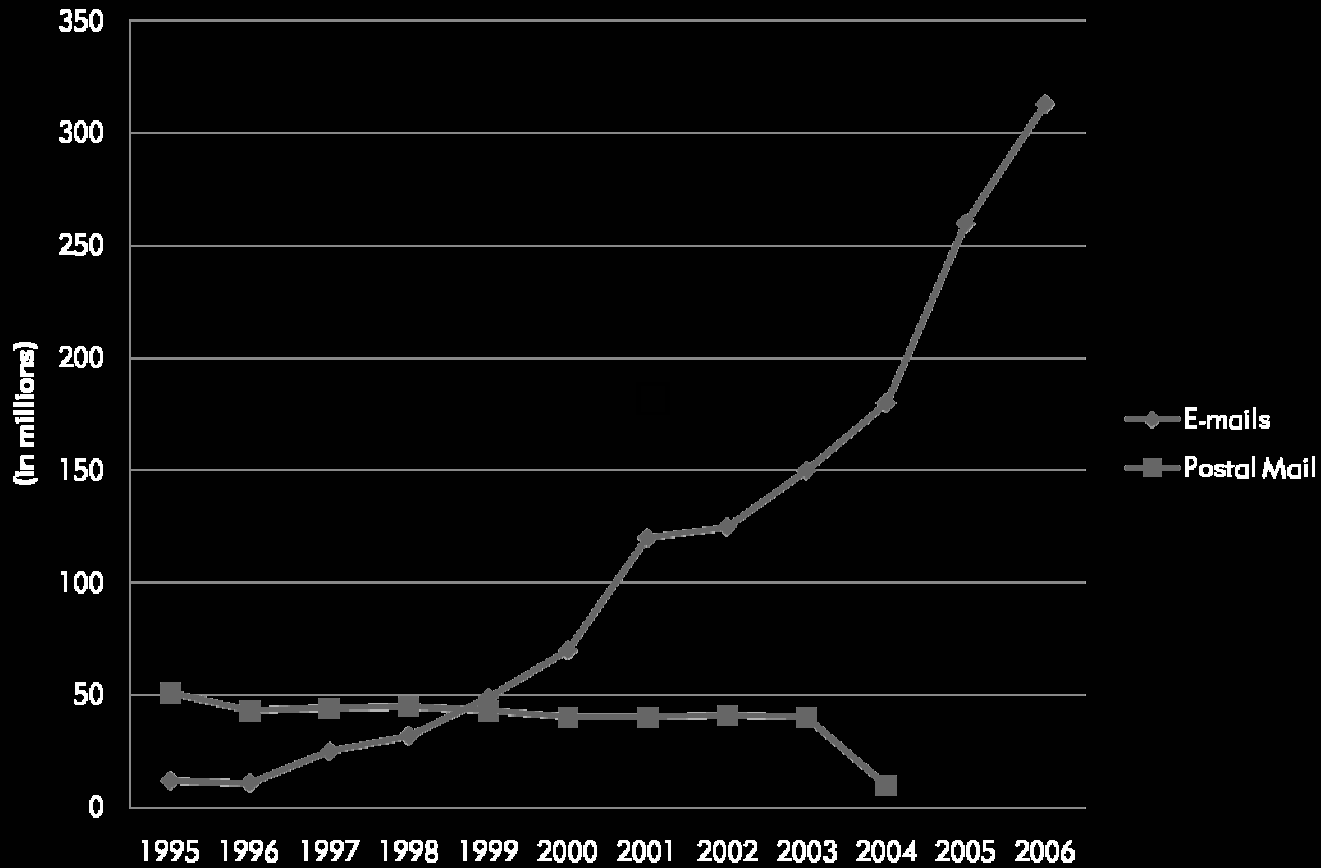
1. Plan your meeting
2. Know your audience, do your homework
3. Define your message and tell your story
4. State why you're there and where you're from
5. Invite comments and questions
6. MAKE THE Ask
7. Have a leave-behind
8. Follow-up

Most common

What is the most common way people contact their elected officials?

That's a lot of e-mails

E-Mail to Congress 2006



Form E-mails =

* CANINE CONSTITUTIONAL



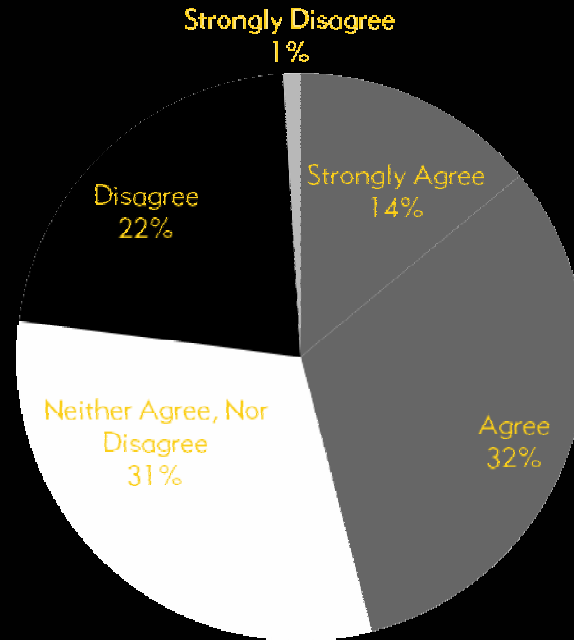
Tom Rowell / The Press

A brisk walk in the park keeps Mavey B in shape between dog shows. His owner, Columbus resident Cathy Stumbo, got up early

to give her 2-year-old Doberman his regular workout. They typically log 15 miles in Berlinet Park.

They're Confused..

"Most Advocacy Campaigns of Identical Form Messages are Sent Without the Constituent's Knowledge or Approval"



A few quick tips

1. Make it personal
2. Subject Line
3. Power in numbers

Good, Bad and ugly

1. Phone
2. Petitions
3. Mail

- Cancer Treatment and Survivorship Act of 2007
- Funding Bills

Imagine a Country with...

- **A President with a Plan for Cancer**
- **Universal screenings for anyone who needs it**
- **Corporations who are concerned about cancer**
- **A Congress that funds life-saving cancer research at the needed levels**

Imagine a Community Where...

- **The Mayor declares LIVESTRONG Day every year**
- **Cancer isn't a bad word**
- **Employers are educated about cancer**
- **Cancer advocates can meet together to work on issues and drive change**

“Never Doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

-Margaret Mead

Now..Go Forth and

Advocate!

Step 1. Form a Local LIVESTRONG Army

Step 2. Organize a LIVESTRONG Day Event

Step 3. Apply for the Summit

Thank YOU!

- **Thank you for your time!**
- **Any Questions?**
- **Brendan Burns, Grassroots Advocacy Manager**
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