



ALLIANCE FOR CHILDHOOD CANCER
ACTION DAYS

Action Day 2021: Learn More How to Advocate Virtually

Getting Ready for Action Days

- Registration
- Get your gold gear
- Prepare to share your story
- Faces of Childhood Cancer Project
- Logistics



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Advocates

- As of March 25, we have 138 advocates registered.
- 34 states
- still need all 50 states-but especially Connecticut and Oklahoma
- Registration closes on April 9
- Cost is \$10 per family
- Please be sure to cancel is plans change
- Visit the Alliance website to join us!



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Get Your Gold Gear

- Important to have a visual presence on the call.
- The Alliance for Childhood Cancer will mail welcome packets with gold swag to all participants
- We encourage you to wear gold ties, scarves, ribbons etc to represent our cause.
- Please stay away from the use of yellow gold as that can be confused easily with the yellow used for the military ribbon by the Hill
- Please stay away from wearing organization specific gear as we are trying to show our unified voice on the Hill



Prepare to Share your Story

- Critical part of your meetings
- Keep it brief- 2-3 minutes
- Write a small script- use less than 300 words
- Focus on child and family- how impacted
- Bring a photo
- Practice, Practice, Practice



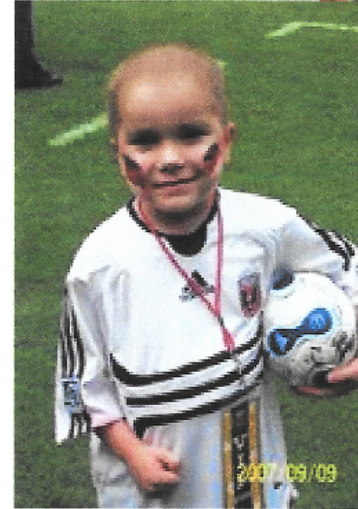
Hill Meetings

- There will be Hill meetings via Zoom
- Similar structure to in-person meetings
- At least 3 meetings will be scheduled



Faces of Childhood Cancer Project

- Information to submit on Alliance website
- We do have online form – we can create for you
- This is a critical part of follow-up for our meetings
- Encourage those within your networks to submit if they cannot attend



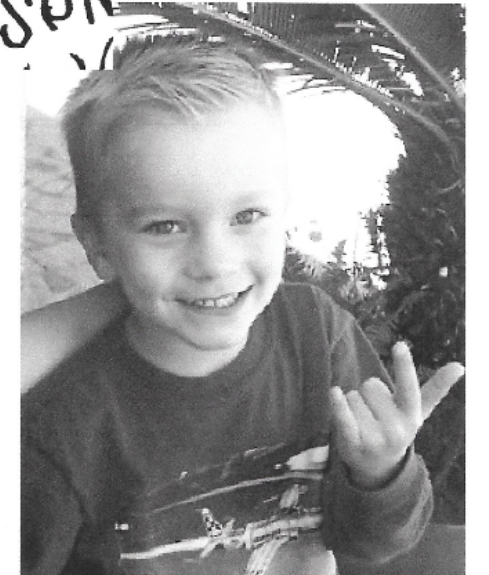
MASON

Mason Robert Leach
Arlington, VA

*Superhero, artist,
soccer star and our
loving, laughing boy
gone too soon.*

9/16/02-10/13/07

Died from brain cancer



Digital Advocacy-Social Media

- You will be receiving information through organizations who are participating
- There will be social media posts and hashtags shared in training
- Community wide effort
- Please prep your online networks that this is coming



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- The training session on April 20 from 1pm ET-3pm ET
- The training session will be recorded and shared via email.
- Meetings are being scheduled on April 27 via Zoom between 9am YOUR LOCAL TIME and 5pm ET.
- Preliminary schedules will be emailed to all participants about one week before Action Day.



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