



Telling the American Cancer Society Story Elevator Speech

Purpose

The Telling the American Cancer Society Story initiative is designed to help Society staff and volunteers better communicate about our organization: what we do, why we do it, and why it matters.

Millions of Americans already respect and trust the Society. But there is even more we can do to earn that trust. Research tells us that the public does not have a broad understanding of all the American Cancer Society does. This directly impacts our ability to save lives, help people in need, and empower everyone to fight cancer. We need to increase public awareness of how the Society impacts every community, in order to build “informed trust.” We believe the more people know and understand about the Society, the more they will get involved with us and support us.

We have created an elevator speech to make it easy for you to give a consistent overview of the American Cancer Society, i.e., The American Cancer Society Story.

We developed this conversational, easy to understand explanation of how the Society fights cancer to help enable you to better tell our story, and relate it back to your own personal story. The combination of personal testimony and basic Society information gives depth and credibility to conversations about the Society with those who are not familiar with our work.

| Elevator speech | Supporting examples (optional) |
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| <p>You probably know that we fund research – we’re second to the federal government and are involved in almost every major cancer breakthrough.</p> | |
| <p>Through that research, we help protect you from cancer. And because of that research, people diagnosed with cancer are living longer and suffering less.</p> | <p>→ Mammograms, stop smoking, diet</p> |
| <p>At the same time, we work with the government to pass laws that help make it easier to protect you from cancer.</p> | <p>→ Herceptin, Gleevec</p> |
| <p>We also empower communities like yours to fight back through events and volunteerism.</p> | <p>→ Smoke-free environments, raise tobacco taxes, ensuring that insurance covers early detection tests</p> |
| <p>And if you or someone you live is diagnosed with cancer, we can help with whatever you need – information about the disease and its treatment, how to deal with side effects, etc. We’re available anytime, day or night.</p> | <p>→ Insert specific program you’ve been involved in like Relay For Life, Reach to Recovery</p> <p>→ 1-800-ACS-2345, cancer.org</p> |

Personalized Elevator Speech Worksheet

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Through that research, we help protect you from cancer. And because of that research, people diagnosed with cancer are living longer and suffering less.

→ Mammograms, stop smoking, diet

→ Herceptin, Gleevec

At the same time, we work with the government to pass laws that help make it easier to protect you from cancer.

→ Smoke-free environments, raise tobacco taxes, ensuring that insurance covers early detection tests

We also empower communities like yours to fight back through events and volunteerism.

→ Insert specific program you’ve been involved in like Relay For Life, Reach to Recovery

And if you or someone you love is diagnosed with cancer, we can help with whatever you need – information about the disease and its treatment, how to deal with side effects, etc. We’re available anytime, day or night.

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