



Advocacy Toolkit

Guide to Grassroots Leadership

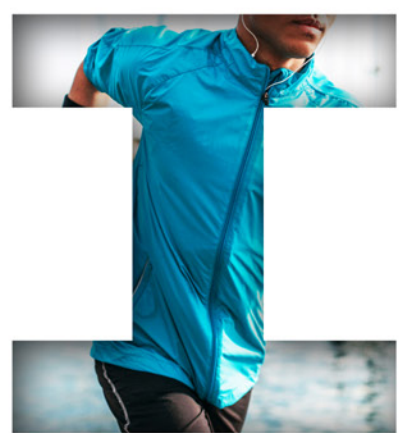


Table of Contents

P. **3**

INTRODUCTION

Prevent Cancer Foundation
Toolkit Audience and Purpose
Background
Talking Points
Policy Priorities

P. **37**

FEDERAL ADVOCACY RESOURCES

Congressional Leadership
Key Congressional Committees
Key Federal Agencies
How a Bill Becomes a Law

P. **11**

ADVOCACY

Advocacy 101
The Advocacy Checklist

P. **47**

STATE ADVOCACY RESOURCES

State Legislatures
State Resources

P. **19**

ADVOCACY TOOLS

Engaging with Elected Officials:
Phone Call (Script)
Schedule Request (Template)
Meeting (Tips)
Meeting Follow-Up (Form)
Thank You Letter (Example)
Letter (Example)

P. **51**

CONCLUSION

Policy & Advocacy Glossary
Social Media Glossary

P. **29**

MEDIA TOOLS

Letter to the Editor (Tips and Example)
Op-Ed (Tips and Example)
Social Media (Tips)

This toolkit was developed by the Prevent Cancer Foundation to serve as a resource for grassroots advocates interested in cancer prevention and early detection issues. The toolkit focuses primarily on legislative and policy advocacy, with some information about personal, community, and media advocacy.

The Prevent Cancer Foundation is pleased to support advocates who wish to learn more about how they can be their own best advocate at all levels. There is a broad spectrum of advocacy activities in which to be involved with, and we encourage individuals to find their voice in whichever area they are most comfortable and where they think they can have the most influence.