



COACHES VS. CANCER

PLAYBOOK



COACHES VS. CANCER



coachesvscancer.org

Coaches vs. Cancer is a collaboration between the **American Cancer Society** and the **National Association of Basketball Coaches (NABC)**. For over 30 years, this initiative has engaged coaches nationwide to leverage their leadership and influence to support the American Cancer Society's vision to end cancer as we know it, for everyone.

Every cancer. Every life.



"While my most important role is coach on the court, off the court, supporting and helping grow Coaches vs. Cancer and the mission of the American Cancer Society is one of my biggest joys and responsibilities. No matter how much our industry evolves, staying united and finishing this fight against cancer must remain a priority for us. We've made such an impact throughout the years. And we're going to keep competing for continued progress."

Brad Underwood, Coaches vs. Cancer Council Chair



"Nothing better embodies the ability for sport to be a force for good than an entire profession of basketball coaches—from the largest Division I arenas to the smallest high school gyms—uniting in support of Coaches vs. Cancer. Whether you host a fundraiser, plan a Suits And Sneakers Week game, or simply offer encouragement to a friend battling the disease, you play a critical role in advancing the life-saving work of Coaches vs. Cancer, and I thank you for your efforts. We won't stop fighting until the battle to defeat cancer for good is won."

Craig Robinson, Executive Director, NABC

Your Coaches vs. Cancer Contacts

Natalie Morrison

natalie.morrison@cancer.org

Amy Rohrer

amy.rohrer@cancer.org

General Questions

coachesvscancer@cancer.org

TABLE OF CONTENTS

03

Engagement Opportunities
At a Glance

06

Suits And Sneakers Week
January 27 - February 2, 2025

14

Events & Auctions
Golf, Gala, Tip-off, Online Fundraising

18

Team Activations

21

Content Development
Social Media, Mission Videos, SneakerCam

25

Media Opportunities

28

Host a Game & Fundraising
Collegiate Exhibition Games &
High School/Youth Fundraising

34

Miscellaneous Opportunities

38

Quick Links & Downloads



ENGAGEMENT OPPORTUNITIES

There are a variety of ways for you to participate in Coaches vs. Cancer.

Simply get in where you fit in!



MENU OF ENGAGEMENT OPPORTUNITIES

Coaches vs. Cancer focuses on four major areas of impact for the American Cancer Society: Mission Impact, Engagement, Revenue, and Advocacy.

MISSION IMPACT



Hope Lodge®

Visit one of the 30+ Hope Lodge® communities with your team. Serve a meal, mingle with Hope Lodge® guests.

Road to Recovery®

Promote ACS's free transportation program to get cancer patients to treatment.

Content Development

Film videos to be used for social media around ACS mission priorities including cancer screening, Health Equity, Road to Recovery, etc.

Suits And Sneakers Week

Support and elevate our biggest annual initiative at your school.

ENGAGEMENT



Social Media

Promote Coaches vs. Cancer using our turn-key social content and post on your social channels.

Media

Connect the American Cancer Society and Coaches vs. Cancer in media interviews utilizing provided talking points.

Be a Connector

Leverage network to open doors to other coaches, media personalities, corporations, etc. to get involved in CVC activities.

Wives & Friends Committee

Spouses and friends of coaches collaborate to support ACS initiatives nationally and/or in their respective communities.

REVENUE



Events

Support an American Cancer Society event (local or national Gala, Golf, Tip-off, Campus Relay For Life, etc.).

Exhibition Game

Designate Coaches vs. Cancer as the beneficiary of a preseason exhibition game.

Auctions

Donate a package to benefit an ACS auction. Package can consist of experiences, gear, sneakers, autographed memorabilia, etc.

Corporate

Champion key connections to grow ACS's national sponsorships and corporate activations.

ADVOCACY



Lobby Day

Advocate for ACS's top priorities at the state and/or federal level.

For more information:

Amy Rohrer
amy.rohrer@cancer.org
608.006.0143



SUITS AND SNEAKERS WEEK

January 27–February 2, 2025

ASK OF COACHES

Coaches vs. Cancer's **Suits And Sneakers Week** is a nationwide event that unites basketball coaches across the country for a common cause—saving lives from cancer by promoting the importance of regular screening.

Towards the end of every January, coaches at all levels of the game are encouraged to wear their suits with sneakers in support of Coaches vs. Cancer and the American Cancer Society.

What should Coaches do for Suits And Sneakers Week?

Wear your Suits And Sneakers...

- We're asking every coach to wear their suit with sneakers during a game(s)* from **January 27–February 2, 2025**. Make sure to pick a pair of sneakers that stands out! (Custom sneakers encouraged!)
- Talk to the media about why you are wearing your sneakers with your suit for this game during interviews and press conferences.

**Don't have a home game that week? You can choose to participate during a different home game or participate during an away game that week.*

I Suit Up For...

- Record a short video (15–20 seconds) detailing who you **#suitup** for during Suits And Sneakers Week. Please use the provided **"I Suit Up For" sign** as a visual for the video.
- Fan Engagement/Social Media: Post a video on the coach's personal and team social channels. The signs can be utilized by the coaching staff, team members, athletic department staff, etc. for social media, marketing, fan engagement, and more. *Who will you #suitup for?* Please use provided social media instructions for sample posts, tagging, etc.

Kick it up a notch with sneaker customization...

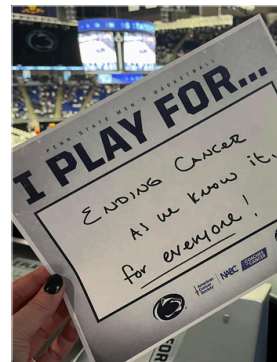
- Work with your apparel provider to create custom Coaches vs. Cancer sneakers for the week. Or, grab some colored sharpies and ask kids to customize your shoes! They'll be sure to drive eyeballs and attention, and then you can also auction them off (see page 12)!
- Want other ways to engage your student-athletes and fans in Suits And Sneakers Week? See ideas on the next few pages!

GAME-DAY ACTIVATIONS



I Suit Up For...

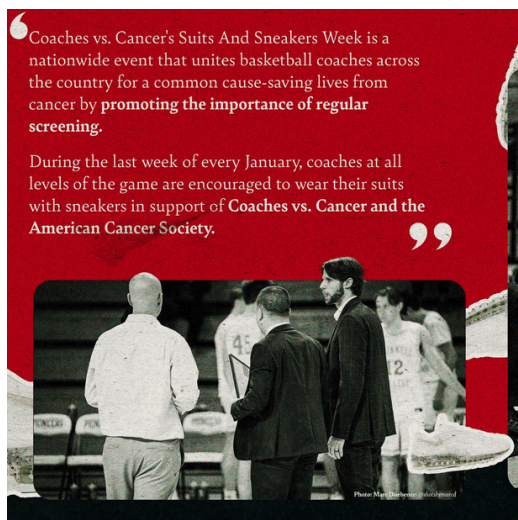
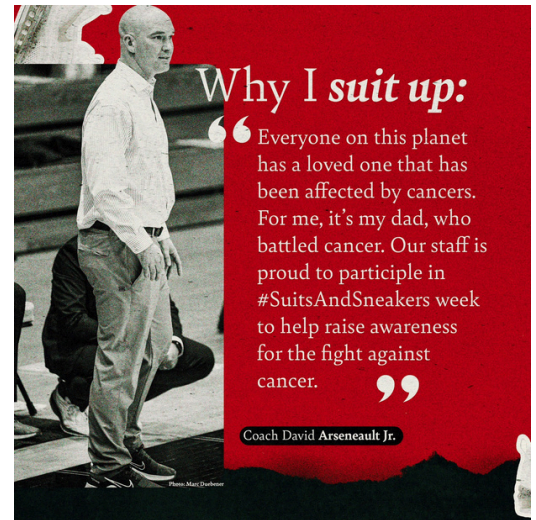
- Create signs, rally towels, shooting shirts, etc. Templates are provided!
- Use for team, coach, and fan engagement
- Post on social (see social templates for suggested posts and hashtags)
- Variations such as "I Play For" or "Today I Honor" are OK!



GAME-DAY ACTIVATIONS

Suit Up on Social

Share each coach and player's "why."



GAME-DAY ACTIVATIONS

Custom Kicks

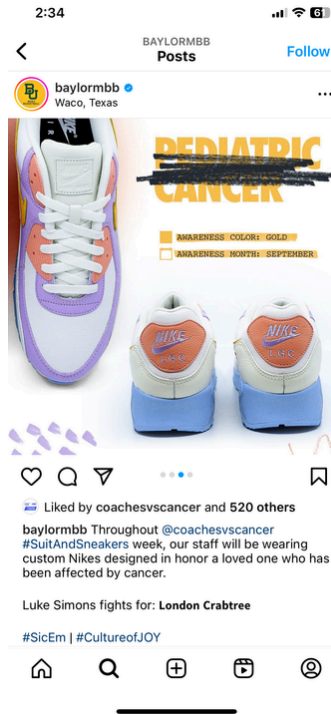
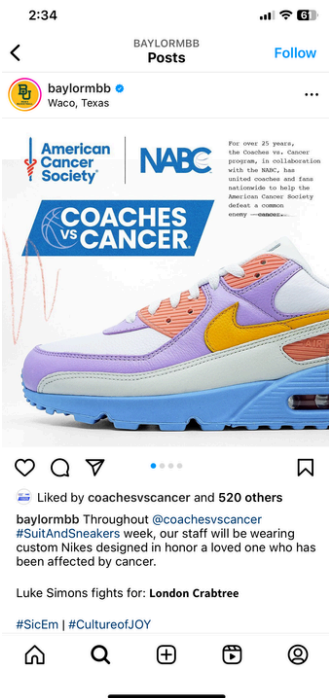
**Need a sneaker designer recommendation? Contact us!*



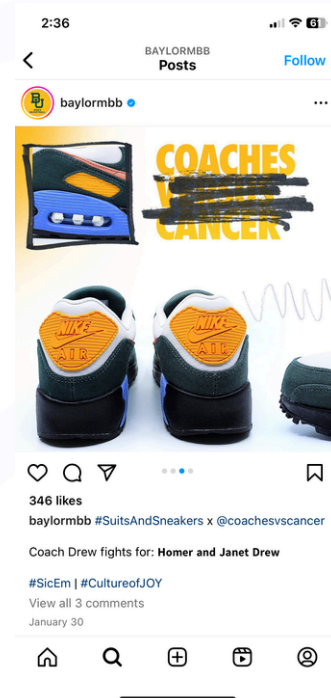
Pink Out



GAME-DAY ACTIVATIONS



Telling a story through sneakers...
A creative way to share personal cancer connections.



SNEAKER AUCTION



Everyone saw your sneakers during Suits And Sneakers Week... Now what? Let Coaches vs. Cancer help you auction off your shoes/gear in our Suits And Sneakers Auction! It's easy!

- Take a photo of the sneakers/gear.
- Record the size of the sneakers/gear.
- Send that information to amy.rohrer@cancer.org
- **We will handle all aspects of the auction and will provide you with a link to your specific auction package which should be shared with your fans on your social pages.**
- Auction will take place soon after Suits And Sneakers Week.
- Hold onto the sneakers/gear. At the conclusion of the auction, we will provide you the winner's name and shipping address.
- That's it! Questions? Reach out to Amy.

ASSETS



for Suits And Sneakers Week Assets including...

- [Logos](#)
- [Media Kit, including:](#)
 - In-Game Messaging/PA Reads
 - Coach Talking Points
 - Media Alert
 - Social Media sample posts
- [Digital Assets including:](#)
 - In-arena
 - Videos
 - Graphics
- ["I Suit Up For" template](#) (primary sign)
- ["I Play For" template](#) (alternative sign)
- ["Today I Honor" template](#) (alternative sign)
- [Branding Guidelines](#)



Looking for something additional? Contact
coachesvscancer@cancer.org



EVENTS & AUCTIONS

Golf, Gala, Tip-off,
Online Fundraising

LOCAL

Galas, Tip-off events, and golf outings held in communities across the country are the largest fundraising component of the Coaches vs. Cancer program. Your local American Cancer Society staff member is ready to work with you on hosting great events that will build stronger relationships with our program's constituents, while helping to raise funds to fight cancer.



Interested in participating in a local event?
Contact: coachesvscancer@cancer.org

NATIONAL

Coaches vs. Cancer hosts two national golf events each year.

- **Coaches vs. Cancer Las Vegas Golf Classic** • cvclasvegsgolfclassic.org
 - **May 18-20, 2025 (Tentative)** at Shadow Creek Golf Club, Southern Highlands Golf Club, Cascata, and TPC Summerlin
- **Coaches vs. Cancer National Golf Classic** • cvcnationalgolf.org
 - **June 8-9, 2025** at Pinehurst Resort & Country Club



Interested in participating in either national golf event?
Contact: coachesvscancer@cancer.org

AUCTIONS

The annual **Coaches vs. Cancer Experience Auction** raises crucial funds through auctioning off once-in-a-lifetime experiences and packages. Over the past three years, we have raised nearly \$500K through this online initiative.

How does it work?

- Coaches, broadcasters, corporate partners and celebrities donate an experiential package. Examples include:
 - **Home Game Experience**
 - Premier tickets (e.g. behind the bench) to a home game of your choice or mutually agreed upon
 - Attend game-day activities (e.g. shoot around, team meal, etc.)
 - Locker Room/Facilities tour
 - **Away Game Experience**
 - Travel with the team to an away game of your choice or mutually agreed upon
 - **Golf with Coach**
 - Donate a foursome at a premier golf course and play with the winner (during the offseason)
- These once-in-a-lifetime packages will be packaged up for an online auction with proceeds benefiting Coaches vs. Cancer.
- **The auction will run November 21–December 2, 2024.**



Looking for info on how to auction off a pair of sneakers or gear from Suits And Sneakers Week?

See **page 12** in the Suits And Sneakers Week section!

NEWS

GolfDigest

AMERICAN CANCER SOCIETY

Play with Reggie Bush, Roy Williams and bid on other exclusive golf experiences with Coaches vs. Cancer auction

By Stephen Hennessey | November 17, 2023



Interested in donating a package for the auction?
Contact: coachesvscancer@cancer.org



TEAM ACTIVATIONS

Student-Athlete Engagement Strategy

STRATEGY & OPPORTUNITY

Coaches vs. Cancer knows how influential your student-athletes can be, which is why we have developed a strategy to develop and build relationships with select student-athletes at universities throughout the country with the goal of having these student-athletes become brand ambassadors for the American Cancer Society and Coaches vs. Cancer.

OBJECTIVES

- **Awareness**
 - Increase awareness by telling the meaningful stories of the ACS impact on communities nationwide (i.e., Hope Lodge)
- **Mission Impact**
 - Use the influence of college basketball and its millions of fans to improve the lives of people with cancer and their families (i.e., screening initiatives)
- **Revenue**
 - Drive fundraising opportunities through both the athletes and their fans.

CRITERIA / ATHLETE ASK

Student-athletes will have a variety of ways they can be involved and support Coaches vs. Cancer, including the below:

- Communicate any personal cancer connection and be willing to share their story (media interviews, CvC social channels, etc.)
- Serve dinner at Hope Lodge (if applicable) and be available for media interviews
- Attend local ACS or CvC events and be available for media interviews
- Support cancer screening initiatives by recording key prevention messages and post on social media channels
- Make a financial contribution to support Coaches vs. Cancer and/or encourage fans to contribute

PILOT PROGRAM FOR 2024-25 BASKETBALL SEASON

Coaches vs. Cancer is looking to maximize the reach of student-athlete engagement in Coaches vs. Cancer and American Cancer Society initiatives.

GOAL FOR PILOT:

- Through our coaches and other avenues (i.e. collectives) identify and engage a minimum of 15 student-athletes to engage in one of the specified opportunities.

HOW COACHES CAN HELP

If you have a student-athlete(s) you think would be interested in being a brand ambassador for the American Cancer Society and Coaches vs. Cancer, email Amy Rohrer at amy.rohrer@cancer.org



AMERICAN CANCER SOCIETY HOPE LODGE®

VOLUNTEER OPPORTUNITIES

Through Coaches vs. Cancer, you can provide a meaningful and impactful engagement opportunity with your student-athletes and staff to benefit your community.



What is a Hope Lodge®?

American Cancer Society Hope Lodge® communities provide a free place to stay during treatment so people with cancer can focus on getting better. These communities provide comfortable guest suites with private baths, as well as inviting spaces with all the comforts of home, including a communal kitchen, dining area, laundry rooms, and places to gather or find a quiet respite – all at no cost to guests.

How can I support?

As a coach, there are several ways you can support Hope Lodge® communities both near and far. A few of those ways include:

- Schedule your team to make a visit to a Hope Lodge to engage with patients (talk with guests, take photos, provide entertainment or activities, etc.)
- Provide and serve a meal for those staying at a Hope Lodge
- Host a supplies drive to collect items needed to make patients' stays more comfortable while away from home (paper products, cleaning supplies, kitchen utensils, etc.)
- Volunteer time to improve facilities and grounds

This is a great **media opportunity!** Photos and video footage can be shared in-game and/or on your social media channels during Suits And Sneakers Week! Click [HERE](#) for an example.



Where is Hope Lodge®?

There are 30+ Hope Lodge® communities across the country, with more coming soon:

- | | | | |
|------------------|--------------------|---------------------|----------------------|
| • Atlanta, GA | • Greenville, NC | • Lubbock, TX | • Philadelphia, PA |
| • Baltimore, MD | • Honolulu, HI | • Memphis, TN | • Rochester, MN |
| • Birmingham, AL | • Houston, TX | • Minneapolis, MN | • Rochester, NY |
| • Boston, MA | • Iowa City, IA | • Nashville, TN | • Salt Lake City, UT |
| • Burlington, VT | • Jackson, MS | • New Orleans, LA | • San Juan, PR |
| • Charleston, SC | • Jacksonville, FL | • New York, NY | • St. Louis, MO |
| • Cleveland, OH | • Kansas City, MO | • Oklahoma City, OK | • Tampa, FL |
| • Dallas, TX | • Lexington, KY | • Omaha, NE | |



CONTENT DEVELOPMENT

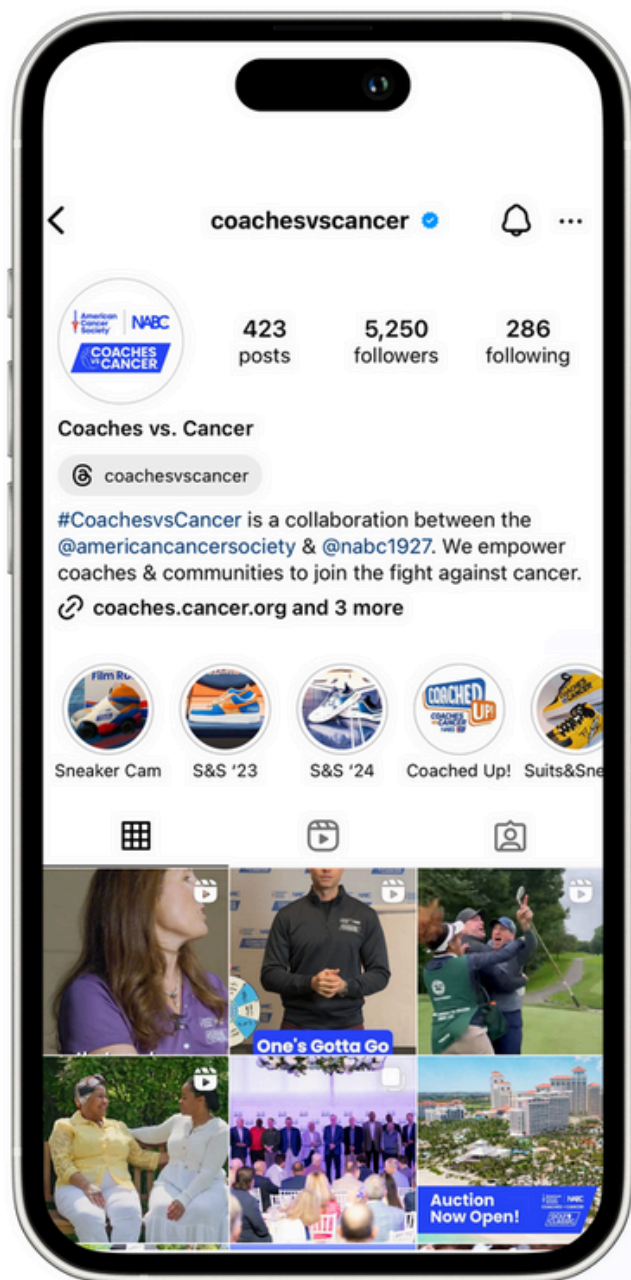
Social Media, Mission Videos,
SneakerCam

SOCIAL MEDIA

We encourage you to share any content you wish to coach and team accounts as well and tag **Coaches vs. Cancer** and the **American Cancer Society** with the handles listed below. If posting to your Instagram Feed, you can also add Coaches vs. Cancer as a Collaborator. Some sample copy can be found below, but we encourage you to customize it to your team's voice and style!

For Social Media Assets

[CLICK HERE](#)



Our Accounts

Coaches vs. Cancer
American Cancer Society

Follow and tag us in your posts!



General Hashtag: #coachesvscancer

Additional tags during Suits And Sneakers Week: #suitsandsneakers #suitup

MISSION VIDEOS

Your face and your name are powerful when telling the American Cancer Society and Coaches vs. Cancer stories. Content creation helps tell those stories throughout the entire year. Topics include Hope Lodge, Road to Recovery, cancer screening, events and auctions, Suits And Sneakers Week, stewardship and thank you's, and more!

- Allow us to photograph or video you at national and local events, media days, etc.
- Share your testimonial in videos and media interviews.
- Use your social channels to share your reason for supporting the Coaches vs. Cancer program, or to repost content from our channels.



Would you like to record video content?

Contact: coachesvscancer@cancer.org

SNEAKERCAM

The American Cancer Society's **Coaches vs. Cancer SneakerCam** can travel to your campus. SneakerCam is a GoPro on an RC car that can be used to capture content.



Interested in hosting Sneakercam at your game or event?
Contact: coachesvscancer@cancer.org



MEDIA OPPORTUNITIES

TALKING POINTS

To promote the Coaches vs. Cancer initiative and encourage fans to learn more about the American Cancer Society's work, we encourage you to use the following talking points in media opportunities.

KEY TALKING POINTS:

- Coaches vs. Cancer is a partnership between the American Cancer Society and the National Association of Basketball Coaches (NABC).
- Coaches vs. Cancer unites coaches, fans and members of the basketball community in supporting the American Cancer Society's work to improve the lives of people with cancer.
- With more than 5,000 coaches engaged, the Coaches vs. Cancer program currently raises approximately \$10 million annually.
- Since 1993, the initiative has raised over \$167 million to support the American Cancer Society's mission to end cancer as we know it, for everyone.
- Visit coaches.cancer.org to learn more.

BEST PRACTICES:

- When referring to the partnership, make sure to reference both Coaches vs. Cancer and the American Cancer Society.
- Media are very interested in your personal connection to cancer and what has driven you to support the American Cancer Society as a Coaches vs. Cancer ambassador
- Use your interview answers to drive messaging about the program and your connection to it
- To emphasize the importance of the Coaches vs. Cancer mission, highlight the American Cancer Society programs impacted by CvC funding, point to local connections in your community (i.e. the local Road to Recovery program or Hope Lodge community).
- When speaking to the media, please try to layer in talking points about the initiative where it makes sense.

MEDIA OPPORTUNITIES

To continue growing the Coaches vs. Cancer brand, we need your help in making sure we shine as bright a spotlight as we can on Coaches vs. Cancer and the wonderful work you are doing with your team, your school, and your community. Below are a few ways to drive additional media interest and engagement for Coaches vs. Cancer.

Local Media Opportunities

- Visiting a Hope Lodge® with your team and staff (serving a meal, eating with guests, etc.)
- Invite a local cancer survivor to a practice or game
- Invite the local media out when you are putting on your local “fight cancer” event at the arena or in the community
- Work with your SID to promote an awareness story about the impact cancer has had on you and your loved ones and why you are so passionate about the work of Coaches vs. Cancer



Contact Amy Rohrer to learn about other opportunities to drive local, regional, and national engagement.



HOST A GAME & FUNDRAISING

Collegiate Exhibition Games & High School/Youth Fundraising



DI Exhibition Games Benefitting Coaches vs. Cancer

In July 2024, the NCAA approved a Division I Men's Basketball Oversight Committee proposal to permit Division I men's basketball programs to conduct both of their two permissible exhibition games against another DI institution for the purposes of raising funds for a catastrophic events, social justice initiatives or general medical expenses.

Many of you already participate in this important cause in a variety of ways, and these exhibition games offer another great opportunity to use basketball to make meaningful impact in your community and beyond.



The Resources linked throughout this Playbook give you the tools you need to help put these games on and make a real difference in the fight against cancer.

To learn more about making Coaches vs. Cancer the beneficiary of an exhibition game, please discuss with your Compliance Director and connect with Amy Rohrer at amy.rohrer@cancer.org.



Coaches vs. Cancer Games and Fundraising

For High School and Youth

Every year, basketball coaches from across the country unite to put a full-court press on cancer. The Coaches vs. Cancer program engages coaches, players, and fans alike to help end cancer as we know it through fundraising and education initiatives.

Making progress together

All funds raised through the Coaches vs. Cancer campaign will benefit the American Cancer Society’s lifesaving mission.

Thanks to our supporters, we’ve seen a **33% reduction in cancer mortality rates since 1991.**

Approximately **3.8 million lives have been saved** in that time.

Educating people on the importance of screening, which can **catch cancer early when it may be easier to treat.**



55 million total lives impacted each year. And counting.

Fundraising Timeline

Coaches vs. Cancer games and fundraising efforts can take place **any time during your season until March 31.** Fundraising can be done at games, online through your team’s fundraising page, or a combination of both. Do what works best for your team!

Have questions or need more information?

Please contact **coachesvscancer@cancer.org**

Or visit **coachesvscanceracs.org**

Fundraising

Fundraising provides much-needed support for the American Cancer Society. There are lots of fun ways your school can raise funds, including creative virtual activities.

Create your online fundraising page

Coaches:

You can set up your team's online fundraising page anytime by visiting coachesvscanceracs.org, and clicking "Sign up." This can also be done by someone at your school on your behalf. If you don't have a relationship with a local American Cancer Society partner and have additional questions about setting up your page, please feel free to contact coachesvscancer@cancer.org.

Please remember:

You can create your team's fundraising page and raise funds anytime until **March 31**, when the winners will be announced.

Please reach out to coachesvscancer@cancer.org or call 1-800-227-2345 with any questions.

Establish a planning committee

In an effort to maximize reach and engage students, faculty, fans, and the community as a whole, each school can create a small, local planning committee comprised of those interested in driving fundraising support (students, athletes, staff, parents).

Committee responsibilities:

- Creating a campaign utilizing provided marketing materials
- Developing an activation plan
- Fundraising Setting local campaign goals
- Implementing campaign initiatives
- Spreading messaging/awareness to their respective groups/organizations
- Setting up their team's fundraising campaign page at coachesvscanceracs.org and sharing their unique fundraising URL with all potential donors

Fundraising ideas

Game Day fundraising:

- Hold a 50/50 raffle during a game or throughout the week leading up to the game.
- Wall of Hope: Sell basketball-themed donation cards for fans to sign and post on a wall of the gym (available on the resource tab of coachesvscanceracs.org).
- While creating your fundraising page, pick a stat (free throws, layups, etc.) and ask supporters to pledge per chosen stat.
- Supporters can also choose to make a flat donation on the page.
- Livestream the game(s) so relatives, friends, and supporters can watch from anywhere. Send out watch party invites and include the link to your fundraising page to encourage everyone watching to donate.
- Tell your story. When creating your page, you can customize it to share with supporters why this is important to you and your team. Then, email the link to your page to all your supporters and ask them to donate. Have your players share the link, too!
- Start an email campaign and have coaches and players send emails to current and past supporters (individuals and companies), sharing why this cause is important to them. Ask them to support your campaign via your team's page.



To submit check donations and ensure they are added to your fundraising page, please contact your local ACS partner or email coachesvscancer@cancer.org.



Youth Sports Offline Donation Form

Organizer Information

Team Name: _____

Team Captain's Name: _____

Team Captain's Email: _____

Please Indicate Your Donation Amount Below:

\$500 \$250 \$100 \$50 \$25 Other Amount: _____

Contact Information

Name: _____

Address: _____

City/State/Zip: _____

Country: _____

Phone: _____

Email: _____

Please Indicate Your Team's Sport/Campaign Associated With This Fundraising Below:

- | | | |
|--|--|--|
| <input type="checkbox"/> Baseball/Softball (Hope At Bat)
SK: PGRHUR | <input type="checkbox"/> Football (Crucial Catch)
SK: ZSBETP | <input type="checkbox"/> Officials Vs Cancer
SK: 7Q7457 |
| <input type="checkbox"/> Basketball (Coaches V Cancer)
SK: GHC9W7 | <input type="checkbox"/> Hockey (Hockey Fights Cancer)
SK: U3ACDV | <input type="checkbox"/> Soccer (Red Card Cancer)
SK: ZU99CC |
| <input type="checkbox"/> Field Hockey
SK: YQ5LSG | <input type="checkbox"/> Lacrosse (Stick It To Cancer)
SK: RRTYSR | <input type="checkbox"/> Volleyball (Spike Out Cancer)
SK: ZULTVT |

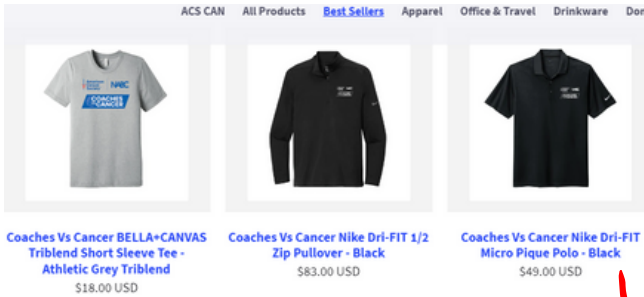
Thank you so much for your contribution!

Please mail this completed form, along with your check, to the American Cancer Society at the address below.

American Cancer Society
ATTN: Youth Sports
P.O. Box 2438
Kennesaw, GA 30156

The American Cancer Society cares about your privacy and protects how we use your information. Your information will help us better serve your needs of your community, and we do not sell your information to third parties. For questions about our privacy policy, please visit [cancer.org](https://www.cancer.org).

CVC GEAR & OFFICIALS



Interested in purchasing Coaches vs. Cancer branded gear for yourself or your team? Polos, pullovers, t-shirts, and long-sleeve warm-up shirts are now available at:

shop.cancer.org/collections/coaches-vs-cancer

The **National Federation of State High School Associations** is proud to call the American Cancer Society their philanthropic partner. Each year they work together to accomplish the ACS's vision to end cancer as we know it, for everyone and are calling on all our sports officials to join us in our partnership. Through the **Officials vs. Cancer** program, sports officials can participate in the **Whistle Campaign**.



Getting involved is simple and meaningful. Make a \$25 donation (or more) and receive a Fox 40 Whistle to use while you are officiating.

1. Visit officials.cancer.org
2. Choose your favorite Fox 40 Whistle color. Color options include blue, purple, pink, and gold.
3. Select the sport that you officiate.
4. Add an additional donation to the American Cancer Society, if you'd like.
5. Provide contact and payment information.

Limited Edition Item: We have added a limited-edition Officials vs. Cancer Pin that can be purchased for a \$25.00 or more donation. They can be found at the same link and are available until they are sold out, so grab one today.

You will receive your whistle in the mail three to four weeks following your order confirmation. They will be sent through USPS.

Questions? Contact: youthsports@cancer.org





MISCELLANEOUS OPPORTUNITIES

MORE WAYS TO ENGAGE



Wives & Friends Committee

The Committee collaborates to raise funds through community events, Suits And Sneakers Week, and Hope Lodge campaigns to share the American Cancer Society's story. Including individuals from high schools to colleges, the committee works virtually and in-person during the Final Four weekend to promote awareness of Coaches vs. Cancer, the American Cancer Society, and our collective fight against cancer.



Be a Connector

Serving as a connector to other coaches, media personalities, corporations, etc. who share common core values and priorities as the American Cancer Society is an easy way to participate. Introduce us to someone you know who wants to get involved!

Example at left: Coach Lon Kruger connected ACS to the Owner/Managing Partner of Coco5 (Fitness Water) which resulted in a Cause Marketing Partnership.



Lobby Day

Each year, hundreds of Coaches vs. Cancer's top volunteers make their way to Capitol Hill to advocate for the American Cancer Society's top priorities at the annual Leadership Summit and Lobby Day.

[Click here](#) to learn more about how ACS CAN is making a difference.



Want more information about these opportunities?

Contact: coachesvscancer@cancer.org

MORE WAYS TO ENGAGE



Road to Recovery

The American Cancer Society Road to Recovery program helps cancer patients get to cancer-related medical appointments by providing free rides from trained volunteer drivers. You can help recruit drivers by promoting this program in the media, on social, and/or in-game on the arena video board.



Corporate

Champion key connections by making introductions to grow ACS's national sponsorships and corporate activations.

Example at left: Shoe Carnival has raised over \$1M through their annual Point of Sale campaign benefitting the Coaches vs. Cancer program.

Coaches vs. Cancer Council

The American Cancer Society's Coaches vs. Cancer Council is comprised of college basketball coaches and officials who play an integral role in determining the direction and impact of the Coaches vs. Cancer program.

Please see the next page for the Member Responsibilities.



Want more information about these opportunities?
Contact: coachesvscancer@cancer.org

Coaches vs. Cancer National Council Member Responsibilities



The American Cancer Society's **Coaches vs. Cancer Council** is comprised of college basketball coaches and officials who play an integral role in determining the direction and impact of the Coaches vs. Cancer program. The Council focuses on four major areas of impact for the American Cancer Society: **Mission, Engagement, Revenue, and Advocacy**

Each Coaches vs. Cancer National Council Member will engage through the following impact areas:

Mission: Amplify the American Cancer Society and Coaches vs. Cancer stories by supporting mission initiatives such as Hope Lodge, Road to Recovery, cancer screening, Suits And Sneakers Week, stewardship and thank you's, etc.

Engagement: Leverage network to open doors to other coaches, media personalities, corporations, etc. to get involved in Coaches vs. Cancer activities. Connect the American Cancer Society and Coaches vs. Cancer in media interviews utilizing provided talking points.

Revenue: Build relationships with our program's donors and partners, while raising life-saving funds to improve the lives of cancer patients and their families through participating in American Cancer Society events (local or national gala, golf, tip-off, auction, or any other of event) or corporate initiatives.

Advocacy: Elevate your voice to support the American Cancer Society's top priorities at the state and/or federal level (i.e. ACS Lobby Day in Washington, D.C.) to pass legislation and advance policy changes that save more lives from cancer.



QUICK LINKS & DOWNLOADS

CLICK TO DOWNLOAD

Brand Elements

- [CvC logos \(all versions\)](#)
- [ACS Brand Guidelines](#)

Game Day Needs

- [Signs for print](#)
- [Media Kit](#)
 - PA Announcements
 - Coach Media Talking Points
 - Media Alert

Social Media

- Suits And Sneakers Social Media Assets
- [General CvC Social Media Assets](#)

Digital Assets

- [General Screening Video](#)
- [Video Board Graphics \(Static and Motion\)](#)
- [Lower Thirds](#)

Other

- [Click here](#) to subscribe to the CvC Newsletter
- [Click here](#) to follow us on social
- General CvC Site: coachesvscancer.org
- Cancer Screening Locator: coaches.cancer.org
- Youth Fundraising Website: coachesvscanceracs.org



THANK YOU!

BECAUSE OF YOU...

...we are celebrating more than 30 years of Coaches vs. Cancer! With more than 5,000 coaches engaged, the program has raised over \$167 million since 1993.

Every cancer. Every life.