

Tips for American Cancer Society Keynote Speakers



ORGANIZATION

Being sure to stay within your allotted time, your talk should include the following:

- Your cancer connection
- Your American Cancer Society connection
- Why it's important for the audience to fight back against cancer with the American Cancer Society
- Include a "call to action" for the audience to get more involved with the American Cancer Society

DELIVERY PREPARATION

- Write out your speech and share it with your American Cancer Society staff partner at least two weeks before the event.
- Prepare notes to use while giving your talk, highlighting the main points. Consider using note cards, which are easier to hold, and less noticeable than full-sized paper.
- Practice the delivery of your talk, out loud, several times prior to the event. This will show you if you're within your allotted time and help you become more comfortable with your remarks.
- Use simple sentences. Avoid medical or American Cancer Society jargon and technical or highly specialized terms. You should also avoid acronyms like ACS, RFL, and others.

AT THE EVENT

- If possible, arrive 30 minutes before you are scheduled to talk, and introduce yourself to a committee member and your American Cancer Society staff partner.
- Ask if you can practice talking into the microphone before the event starts. Speak over or across the microphone, not into it. The microphone should be at least six inches away from your mouth.

NOTES

- Step back from the medical details of your cancer experience and think about what your audience might like to learn from your journey.
- Please refrain from promoting another organization or another organization's fundraising event.
- It's okay to get emotional during the delivery of your speech. Your audience will understand if you need a moment to compose yourself.
- Standing up straight will increase your confidence. Look at the audience as much as possible.

AMERICAN CANCER SOCIETY FACTS: Make a connection to the American Cancer Society. Pick one or two of your favorites and weave them into your speech (if you need more about American Cancer Society's accomplishments, talk to a staff person or visit cancer.org):

- The American Cancer Society began its work in 1913. Back then, cancer was a certain death sentence. Thanks to the American Cancer Society, the five-year survival rate for all cancers is now 68%.
- Thanks to generous donors, the American Cancer Society is the largest private funder of cancer research in the nation, second only to the US government. In fact, we've had a hand in nearly every major cancer breakthrough of the last century allowing us to bring cancer-fighting discoveries to every individual in every community across the nation.
- If you or someone you know needs cancer information, resources or support you can call our 24-hour help line at 1-800-227-2345 or visit cancer.org. Trained experts are there to answer your call and help with anything you need every day of the year.

For even more information about using your voice in the fight against cancer, visit cancermw.org/promotiontoolkit, and check out our interactive, online Spokesperson Training. It includes six short, interactive modules designed to help you make the most of the opportunities to tell your story.