

# Fundraising and Advocacy: A Mutually Beneficial Relationship

Tim Gibbs  
Director, Campaign Initiatives  
American Cancer Society  
California Division



# Advocates = Higher Donations

- Relay For Life Team Members who are also action takers have a lifetime revenue that is **274%** higher
- Relay Donors who are also action takers have a lifetime revenue that is **349%** higher
- Survivors who are also action takers have a lifetime revenue that is **202%** higher

## Case Study: California's Proposition 29

- \$1 Tax on tobacco products through referendum would have funded:
- Nearly \$600 million a year for cancer research (making California the second biggest funder of cancer research in the world)
- \$180 million a year in new tobacco control funds

# Relay For Life and Proposition 29

35,000 signatures collected at Relay



# Relay For Life and Proposition 29

Conversations with thousands of voters at Relay



# Relay For Life and Proposition 29

Thousands of calls made to voters directly from Relay



# Relay For Life and Proposition 29

Countless Media Opportunities





# Making Strides Against Breast Cancer and Prop 29

- October 29, 2011 Day of Action





# Advocacy at Relay Matters



Thank you.

