

Cancer Campaigns Ambassador

Role Profile

- Do you want to be part of a growing campaigns network that is helping to beat cancer sooner?
- Do you want to influence politicians to prioritise cancer?
- Can you use your passion and enthusiasm to encourage people to take action?








If you're **passionate, motivated and like standing up for what you believe in**, we want you! Read on to find out how you can volunteer to become a Cancer Campaigns Ambassador **now...**

Why should I become a Cancer Campaigns Ambassador?

We know that one day research will beat cancer. With political action, this day will come sooner. This is because key decisions on prevention, early diagnosis and access to cancer treatments lie in the hands of the Government. With your help, we can persuade them to translate our research discoveries into lifesaving initiatives.

What will I be doing?

You will use your passion, enthusiasm and stories to bring our campaigns to life; influencing politicians to make sure cancer is a priority. Ambassadors receive updates every 1-2 weeks on the exciting activities they can get involved in to support our campaigns. We estimate you'd need to be able to volunteer **2 hours of your time each month; plus a full day for big campaigning events, once or twice a year**. The campaign actions will **vary** for each campaign we run. E.g. It's unlikely you would meet your MP and collect petitions signatures at the same time. Below is a snapshot of the type of activities you could be doing and roughly how long they take.

Ambassador actions	Time estimate
 Learn how to use your passion to influence your MP (or other political representatives in Wales, Scotland, Northern Ireland and the EU) by engaging with them through emails, letters and phone calls	Up to 1 hour a month
 Promoting our campaigns on social media to your friends, family and colleagues	Up to 10-15 minutes a month
 Meet your MP (or other political representatives) in your constituency to talk about our campaigns	Roughly 30 minutes (twice a year)
 Use your enthusiasm and contacts to gather petition signatures in support of a campaign	A few minutes a week if collecting online, 30 minutes a week if collecting offline. Petition-based campaigns tend to run for 1-2 months at a time
 Attend a training day, mass rally or other big event - which can take place at the Houses of Parliament, Welsh Assembly, Scottish Parliament or Northern Ireland Assembly	1 day a year
 Share your campaigning experiences with fellow Ambassadors using teleconferences, email and social media or at events and meet-ups	Occasionally — up to 30 minutes
 Regularly keep the Campaigns team in the loop with responses you receive from your political representatives and any further information/support you need	As required

The Ambassador role isn't about...

- raising awareness of the symptoms of cancer
- getting involved in fundraising activities
- sharing your personal story with the local media
- only taking our online campaigning actions and not getting involved with the offline actions

Although these are all excellent ways to support the charity, this isn't what the Ambassador role is about.

To find out about other ways to volunteer for the charity, please visit cruk.org/volunteer

What support will I be given?

- When you join the programme, you will receive a colourful 'Ambassador Welcome pack' which you can dip in and out of for tips and advice on campaigning
- A campaigns toolkit at the start of each campaign detailing actions you could take
- Access to our online Ambassador Resource Hub – a one-stop-shop of all the campaigning materials, tips sheets, etc you need
- The friendly Campaigns team will only be a short email or phone-call away to answer any questions you may have
- Peer-support from fellow Ambassadors and depending on where you are based, you may receive support from a volunteer 'Ambassador Aide' in your area

What do I get in return?

- You will be able to share your passion for beating cancer sooner with the people who have the power to make a difference
- A chance to develop a wide range of skills and improve your CV, plus gain new experiences you normally wouldn't have (e.g. invitation to cancer/ health conferences)
- An opportunity to meet likeminded people from different walks of life
- You will be reimbursed agreed expenses you incur as a result of your role

What skills do I need?

We are not looking for the next Prime Minister however a keen interest in political campaigning is necessary. What we are looking for is:

- A keen interest in [the issues we campaign on](#) and a passion for campaigning
- The willingness to learn and draw upon your confidence and enthusiasm to interact with a variety of audiences, including politicians
- Commitment and determination to see a campaign through

Being an Ambassador

As an Ambassador you will be representing Cancer Research UK, so it is important that you act appropriately and within the bounds of your role. Our Ambassadors must:

- Be 18 years or over and a permanent UK resident
- Behave in accordance with our [Volunteering Policy](#) (available online and upon request) and remain politically neutral when engaging with politicians from different political parties
- Use consistent messaging and only undertake actions as requested by the Campaigns team. This is to ensure that our campaigns have maximum impact.

I'm interested. How do I get involved?

Great! To join the Ambassador programme you will need to complete and return a short form which you can request either on our website cruk.org/ambassador or by contacting the Campaigns team on 07795334929 or emailing campaigning@cancer.org.uk. If you have any questions, please do get in touch – we're happy to help!



GET IN TOUCH!