

AACR American Association
for Cancer Research®

**RUNNERS FOR
RESEARCH**

~ EST. 2015 ~



MESSAGING TOOLKIT

AACR American Association
for Cancer Research®

AACR.org/Runners

HOW TO BEGIN

The following steps can help you plan your conversations with your friends, family, and wider networks about why you participate in AACR Runners for Research—and how they can help.

STEP 1: THOUGHT EXERCISE

Think about your connection to cancer and why you're involved with the American Association for Cancer Research® (AACR).

- What is your connection to cancer (your story) / your interest in cancer research?
- How did you get involved with the AACR?
- What do you want to accomplish through your involvement with the AACR?
- How is the AACR making an impact in your areas of interest?
- Why do you think the AACR is the right organization in which to invest your philanthropic dollars?

STEP 2: TAILOR YOUR MESSAGE TO YOUR AUDIENCE

Frame your conversation with your goal in mind.

- What do you hope to achieve?
What are you asking for?
- Why should your audience care?
What's in it for them?
- How can your audience help?

STEP 3: SHARE EXAMPLES OF THE AACR'S WORK

If helpful, choose examples of the AACR's work that tie to your interests (in the pages that follow:

AACR Impact, p. 3 and **AACR Fact Sheet**, p. 4).



AACR IMPACT

Choose from examples of the AACR's programs and impact that tie to your interests. You may use this wording or tailor it for your purposes.

HOW THE AACR MAKES A DIFFERENCE

- The AACR is dedicated to fighting every type of cancer.
- Thanks to cancer research—including research done by the AACR's 58,000+ members—there are more than 18 million cancer survivors in the U.S. today.

WHY THE AACR'S WORK IS URGENTLY NEEDED

- More than 1 in 3 people in the U.S. will be diagnosed with cancer in their lifetime.
- Many populations experience disproportionately high rates of cancer and death. The AACR is committed to ensuring that everyone has equal access to quality cancer care.
- In the U.S., there has been a steady decline in death rates every year. This means higher survival rates, improved quality of life, and more time with loved ones. But there's much more work to be done.

WHY DONATE TO THE AACR

- The AACR takes great care to ensure that your support goes where it truly belongs: to scientists making the latest breakthroughs in cancer research. Your donation helps our more than 58,000 members worldwide make progress against cancer and deliver lifesaving therapies for patients.
- Your donation can support innovative grants and programs that advance cutting-edge cancer science and medicine.
- From high school students to undergraduates to postgraduate researchers to independent investigators, the AACR sustains the pipeline of cancer scientists and clinicians, ensuring that the cancer workforce remains robust and ready to translate today's discoveries into tomorrow's treatments and cures.



AACR FACT SHEET

For your reference, we've provided general information about the AACR that you may find useful in your conversations.

MISSION

The AACR's mission is to prevent and cure cancer through research, education, communication, collaboration, science policy and advocacy, and funding for cancer research.

OVERVIEW

The AACR organizes and/or hosts dozens of scientific conferences, meetings, and educational workshops every year to convene the brightest minds in cancer research and medicine—advancing our understanding of cancer and facilitating the exchange of cutting-edge research.

The AACR [funds research](#) directly and also serves as the trusted administrator for more than 70 grantmaking organizations, providing oversight and expert peer review to identify and elevate groundbreaking research.

- Since 1993, the AACR grants program has awarded more than \$542 million in grants to more than 3,400 scientists.
- The AACR has a long history of advancing cancer health equity through programs and initiatives like grant giving, the trailblazing Cancer Health Disparities conference, and the first-of-its-kind Cancer Disparities Progress Report.

MEMBERSHIP

The AACR has more than 58,000 members residing in 143 countries and territories. Fifty-seven members are Nobel laureates.*

**As of September 22, 2025.*

FUNDRAISING AND ENGAGEMENT OPPORTUNITIES

[There are many ways that you can rally your community to raise money and awareness to advance cancer research:](#)

- [Encourage donations](#)
- [Volunteer with the AACR](#)
- [Engage in Do-It-Yourself \(DIY\) fundraising](#) (ex: a Facebook fundraiser)
- [Participate in an event](#)
- [Contact your representatives in Congress](#) and ask them to sustain funding for lifesaving cancer research
- [Share your personal story](#)
- [Join Players vs. Cancer](#)

