ACS Round Comms Strategy

Round Details

- Round Dates: **Nov 27 - Dec 11**
- Grantees/projects:
    - Patient Lodging
    - ACS CARES (Patient Navigation)
    - Support screening and early detection for cancer
    - Nationwide Cancer Research
    - Cancer Crisis Response Fund
    - Health Equity

Gitcoin Comms

Gitcoin Key Messages

Primary (web3-oriented) messaging:

- We're excited to double down on our DAO's mission to create real-world regenerative impact through running a QF round with ACS
- This round is another step in bringing bottoms-up grants allocation to the NGO world and enables non-profits to supercharge innovation grants in a democratized & transparent way.
- Help this round be a success and donate to the ACS Grantees

Secondary:

- Gitcoin Grants Stack is working with the American Cancer Society to fund real-world impact onchain

Audience(s)

Audience 3 - "Values-aligned web3 enthusiasts" >> donors

- GG19 donors (i.e., Gitcoin community), ACS audience, Ethereum community.

Channel(s) & Tactics

Please note: We will push these communications through Grants Stack social channels with light amplification on Gitcoin's main channels after Gitcoin Grants 19 has finished. The Arbitrum team has also agreed to a Twitter Space and amplification of our comms on their channel.

ACS has agreed to amplify our comms.

Press Announcement

- Press Release

Blog

- Announcement post
- Project Showcase post
- Round Results / Wrap up Post

Twitter

- Announcement thread
  - *This will be worked off of the already existing approved announcement posts and key messages.*
- Project showcase Threads
  - *This will be worked off of already existing approved announcement posts and key messages.*
- Tweets throughout the round to drive donations
  - *This will be worked off of already existing approved announcement posts and key messages.*
- Round Launch Post - indicating the round is open for donations
  - *This will be worked off of already existing approved announcement posts and key messages.*

Twitter Spaces

- Grantee Showcase Twitter Space

  - Give the community an overview of the round, its origin and intentions
  - Briefly run thru the grantees
  - Ending with a Q&A

Email

- Link to announcement blog
- Round Launch email to solicit donations

[Proposed] Content Timeline

Date	Content	Channels	Notes & Considerations
Nov 21	Round Announcement - Press Release	Blog & Twitter	Caolan press release
Nov 23	ACS Profile - who they are, what they do	Twitter thread	ACS Spotlight: why they're running a round, details of the round, goals of the round
Nov 27	Round Launch announcement	Email & Twitter	- Deploy to list of 80K emails - post to Grants Stack Twitter & RT from main Gitcoin account - Coordinate with the Arbitrum team to co-promote Ex: UNICEF intro blog post
Nov 28	Grantee Showcase s/ Round Kick-off Space	Twitter Spaces	Timing tbd - Might move these to an earlier time slot (i.e. before the round) Might also run more than 1 Twitter Space to better coordinate grantee schedules
Nov 28 - Dec 11	2-3 Posts from Grants Stack Account	Twitter	Reminders to donate to the round
Dec 10	Last day to donate announcement	Email & Twitter	
Dec X	Wrap up (joint) blog post	Blog	Exact date TBC - Round results - Quotes from grantees

			Ex: [UNICEF round results post](#)

ACS Comms

ACS Key Messages

- **Only cancer fighting org that's doing research**
  - 1. Donate to ACS round to end cancer as we know it for everyone.
  - 2. Influence resource allocation and enable non-profits to supercharge innovation grants in a democratized & transparent way.
  - 3. Data-driven crypto for good. Your decisions lead to impact

ACS Audience(s):

White women, 55 & older

ACS Boilerplate

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

Links to ACS brand assets

[Brand Assets Hub](#)