

ASCO[®]

ASSOCIATION FOR CLINICAL ONCOLOGY
KNOWLEDGE CONQUERS CANCER

Using AI for Advocacy

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Background on ASCO Association PAC

- Founded in 2020 to support candidates who prioritize the cancer care system
- 29,000 eligibles but can only email about 7,000
- 2024 Cycle
 - \$170,685 raised
 - 234 donors
 - Average donation \$470



Leveraging New Technologies

- Generative AI
 - ChatGPT
 - Gemini
 - Co-Pilot
- Educational Tools
 - LinkedIn Learning
 - YouTube



Gemini

The Gemini logo features the word "Gemini" in a blue-to-purple gradient font, with a purple four-pointed star above the letter "i".

Copilot



Using AI for PAC Functions



- Email Solicitations
 - Full copy
 - Optimize subject lines
 - Optimize existing copy
- Direct Mail
 - Full copy
 - Optimize existing copy
- Brainstorming

Case Study: A Year of PAC Communications Using Generative AI

14 Planned Email Solicitations throughout 2024 to around 7,000 members



Emails are centered around our advocacy priorities with asks for PAC Contributions



Used Generative AI (ChatGPT paid version) to either draft or refine emails

Case Study: Prompts for Emails

- Tone
 - Formal vs casual
 - Enthusiastic vs matter of fact
 - First, second or third person
- Audience
 - Who are you sending to
 - What resonates
- Style
 - Paragraphs
 - Bullet points
 - Use of statistics
 - Remove jargon, filler words etc
- Format/Purpose
 - Personalized email or mass email
 - Longer form like a report
 - Solicitation or educational

Case Study: Sample Prompt

- Create an email solicitation for the ASCO Association PAC asking for financial contributions. The topic should be around a new congress and the need to sustain cancer research funding. The tone should be serious and aimed at an audience of scientists and physicians. The email should be concise.

Case Study: Results of Using Generative AI

ASCOAssociationPAC

Dear Heddy,

The ASCO Association PAC is proud to share its [2023-2024 Election Cycle Report](#), highlighting the impact we've made in supporting cancer care champions in Congress.

Since our launch in 2020, we've steadily grown and are excited to build on our recent successes to further amplify the voice of the oncology community on Capitol Hill. This report details our progress and the key races where our contributions made a difference.

Now more than ever, we need a strong PAC to advocate for policies that improve cancer care for patients.

Please consider [joining us](#) in this critical effort by becoming an ASCO Association PAC contributor today. Your support will help elect leaders who prioritize cancer research and cancer care.

Thank you,

Ed Balaban, DO, FASCO
Chair, PAC Advisory Council

Contribute

Learn More

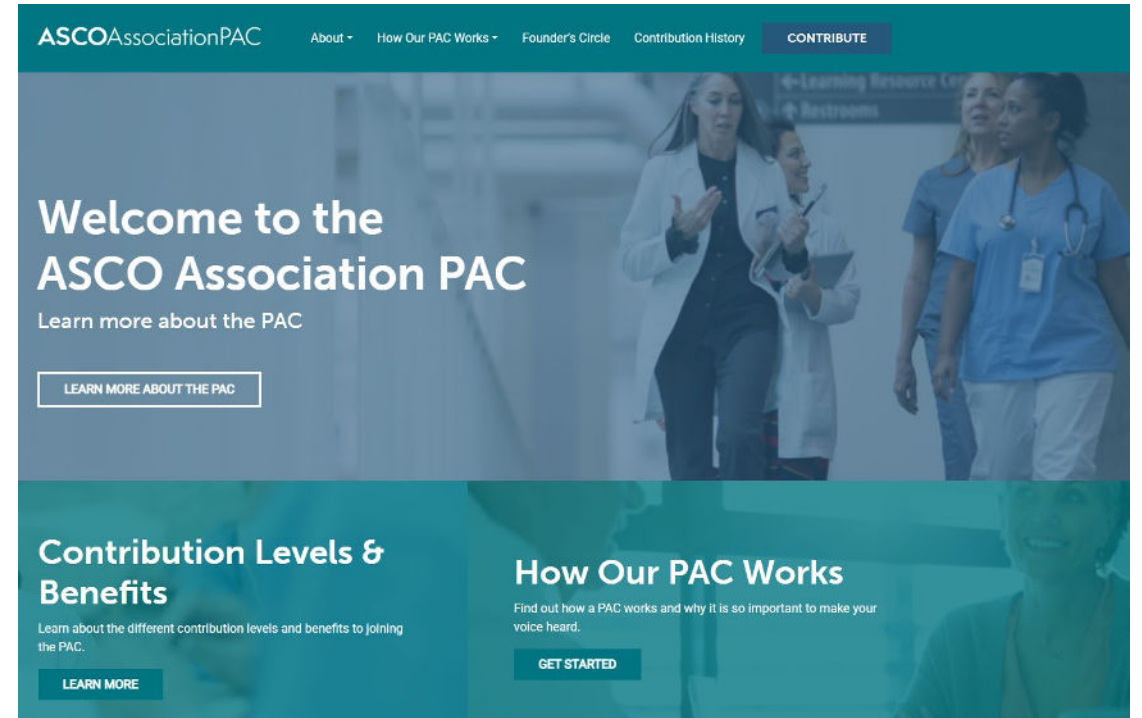
You will be auto logged in, please do not forward this email.

Contributions to ASCO Association PAC are not tax deductible for federal income tax purposes. Contributions are used for political purposes and are strictly voluntary. You may refuse to contribute without reprisal. The guidelines are merely suggestions. You are free to contribute more or less than the guidelines suggest and the association will not favor or disadvantage you by reason of the amount contributed or the decision not to contribute. Federal law requires ASCO Association PAC to use our best efforts to collect and report the name, mailing address, occupation and the name of the employer of individuals whose contributions exceed \$200 in a calendar year.

- Less edits and back forth with team after initial draft, significant time savings
- Emails were well received by leadership and members
- 42 contributors
- Over \$20,000 raised

Case Study: Lessons Learned

- Your initial prompt is everything
- Free vs Paid
- Check with Legal/IT on use



Thank you!

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Connect with me on LinkedIn!