

Drive Change! Help us find volunteer drivers.

Road To Recovery® drivers are needed now more than ever. In many communities across the country, the requests for rides to cancer treatment outpace the number of volunteers who are able to fulfill those requests. Help the American Cancer Society get people facing cancer to the treatment they need.

Company Engagement Opportunities:



1. Add Road To Recovery to Internal Communications

Companies can share volunteer opportunities through:

- Employee newsletters
- Intranet spotlights
- Manager talking points
- Digital or printed signage in breakrooms or lobbies

Clear calls to action and direct links to sign-up can significantly boost visibility.



2. Host a Volunteer Information Session

Companies can partner with the American Cancer Society to host:

- A brief virtual or in-person info session
- A lunch-and-learn event
- A table at an employee engagement fair

These events help employees understand the need, the impact, and how easy it is to get started.



3. Use Corporate Social Media Channels

Companies can extend their reach beyond employees by sharing:

- Posts about the need for volunteer drivers
- Employee spotlights featuring current volunteers
- Short videos or testimonials
- Link to volunteer sign-up page – cancer.org/drive

This is a great way to tap into your public audience and community networks.

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4. Incorporate Road To Recovery into Corporate Volunteer Programs

If your company offers:

- Volunteer time off (VTO)
- Employee philanthropy days
- Matching volunteer hours

You can highlight Road To Recovery as a featured volunteer option. This both validates the program and removes barriers to participation.



5. Engage Leadership and Employee Resource Groups (ERGs)

Leaders and ERGs can:

- Endorse the Road To Recovery program
- Encourage participation during team meetings
- Organize group “volunteer driver onboarding weeks”
- Share personal stories or motivations for supporting the mission

Leadership support is one of the strongest predictors of employee engagement.