

NAAF Advocacy Program Overview



Training Topics

- Advocacy program goal
- NAAF public affairs staff
- Volunteer leadership structure
- Volunteer leadership roster
- Recruitment and mobilization overview
- Teen Advocacy Fellows Program overview

Advocacy Program Goal



Focused on Relationship Building

- Our program's goal is to **motivate advocates to build long-term relationships with legislators and staff** that help earn support for NAAF's issue agenda
- Volunteer advocacy leaders are **empowered to build and grow local advocate communities** who work together to engage legislators



NAAF Public Affairs Staff



Staff Leadership

TBD, Legislative Director

- Develops and manages lobbying and advocacy strategy
- Lobbies for NAAF in Washington, D.C., and coordinates state lobbying activities as needed
- Manages volunteer events in Washington, D.C.
- Coordinates public affairs strategy with NAAF's stakeholders

Gary Sherwood, Communications Director

- Directs NAAF's grassroots advocacy program
- Supports advocacy leaders
- Develops and distributes communications to recruit, educate, train, and mobilize advocates



Grassroots Advocacy Volunteer Leadership Structure



NAAF Advocacy Community Leadership

National
Volunteer
Leader

Count

1



National Volunteer Leader

Main Responsibilities

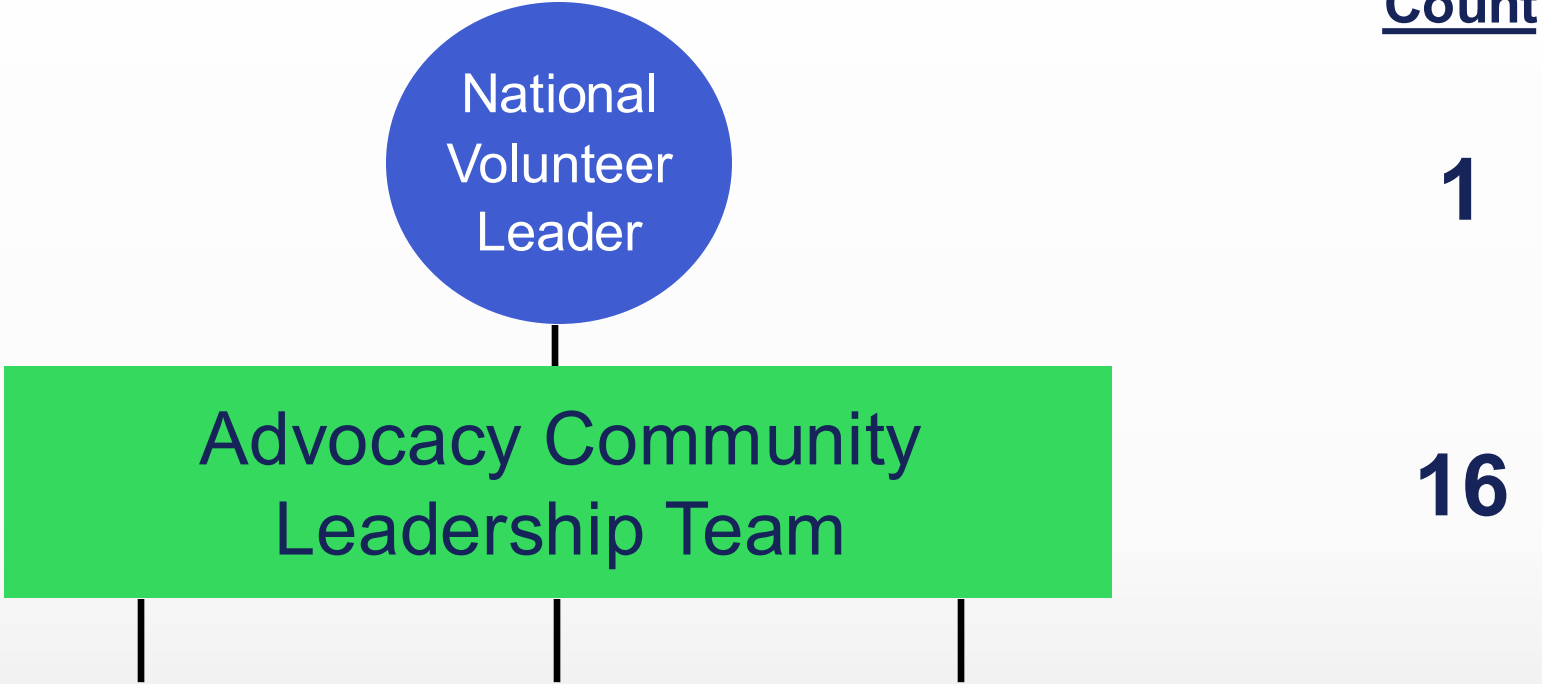
- Acts as the public face of NAAF's Advocacy Program
- Oversees the Advocacy Community Leadership Team
- Helps establish annual program goals and strategy
- Assists other leaders and advocates as needed
- Makes recommendations for program improvements
- Authors advocate content
- Builds relationships with local legislators



National Volunteer Leader (cont.)

- Term: Two years
 - No more than two consecutive terms
- NAAF staff partner: Gary Sherwood

NAAF Advocacy Community Leadership



Advocacy Community Leadership Team (ACLT)

Main Responsibilities

- Comprised of groups of **4 members in each of 4 regions**:
 - Northeast, South, Midwest, and West
- ACLT members **guide and support 3-5 State Leaders** within their assigned regions to:
 - Achieve advocacy goals in each state
 - Answer questions and address issues
- If an area does not have a State Leader, the ACLT member will assume responsibility for organizing advocates in that state



ACLT

Main Responsibilities (cont.)

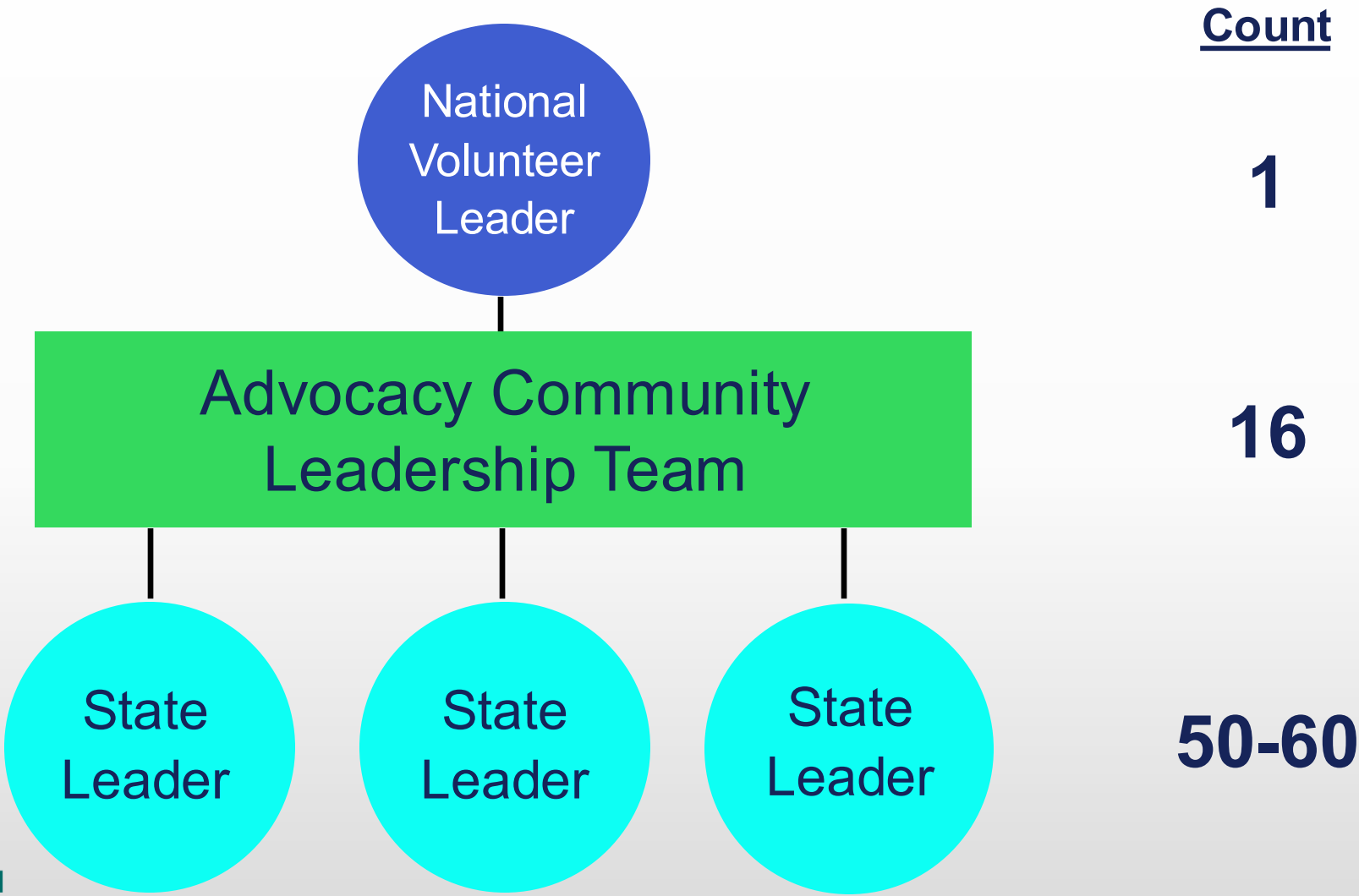
- Makes recommendations for program improvements
- Helps fill State Leader vacancies
- Builds relationships with local legislators



ACLT (cont.)

- Term: Two years
 - Term is renewable without limit
- NAAF staff partner: Gary Sherwood

NAAF Advocacy Community Leadership



State Leader

Main Responsibilities

- Work with ACLT member to achieve advocacy program's goals in the state
- Build state's advocacy community by:
 - Creating advocate communications protocol
 - Welcoming new advocates
 - Connecting advocates to training
 - Coordinating local advocate recruitment efforts
 - Organizing around state legislative issues (with NAAF approval)
 - Answering questions



State Leader

Main Responsibilities (cont.)

- Guides advocates on completion of legislator meetings
- Helps identify potential advocate champions or leaders
- Makes recommendations for program improvements
- Builds relationships with local legislators

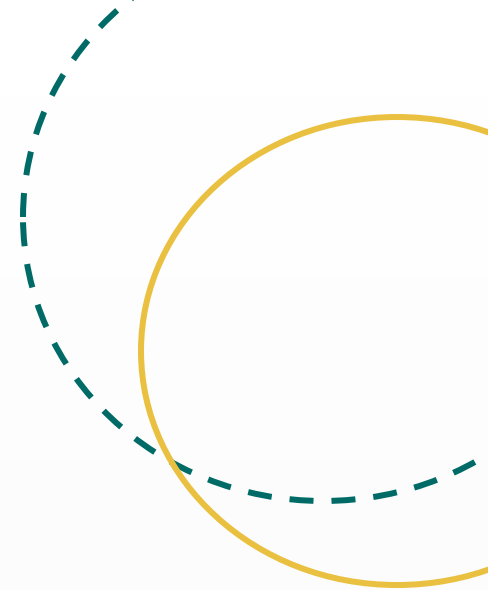


State Leader (cont.)

- Term: Two years
 - Term is renewable without limit

Advocacy Volunteer Leadership Roster





To access the current Volunteer
Leadership roster please contact
Gary Sherwood at gary@naaf.org



Recruitment and Mobilization Overview



Advocate Recruitment Process

- **NAAF staff and volunteer leaders partner to recruit new advocates** throughout the year in several ways, including:
 - The Walk For Alopecia™ Program
 - Organizational emails
 - Engaging support groups
 - Social media
- As new advocates are added to the database, **their State Leader is alerted** so they can reach out and connect them to the local advocate community right away



Mobilization Tactics

- NAAF prioritizes scheduling **regular in-person meetings with legislators and staff**
 - State Leaders help organize meeting scheduling in their states
- NAAF staff also manages campaigns to communicate with legislators using **emails, letters, phone calls, petition signatures, and social media** when needed

Teen Advocacy Fellows Program Overview



Teen Advocacy Fellowship Basics

- Available to **13-17-year-olds**
 - Teens can participate in multiple cohorts
- Fellowship length is **1 year**
- Interested teens **complete an interest form** to participate

Teen Advocacy Fellowship Basics (cont.)

- Led by Teen Advocacy Fellowship Coordinator
 - Adult advisor
 - Coordinates with National Volunteer Leader and NAAF staff
- Term of service: Up to two years

Fellowship Requirements

1. Each fellow must **meet with each of their federal representatives** during the year
 - Can be remote or in-person
 - Work with State Leader to coordinate
2. Fellows **meet as a cohort about six times**
 - Includes welcome meeting, trainings, feedback sessions, and wrap-up meeting
 - Meetings led by Teen Fellowship Coordinator

Fellowship Bonus Activity

- Each fellow can choose to create content to bring to their legislator meetings that answers the question:

What should legislators remember when considering issues important to the alopecia areata community?

- Content can include pictures, video, drawings, etc.
- Those who complete this activity and share content with the Coordinator and staff are **recognized at the end of the fellowship**



Fellowship Timeline

Identifying participants

- Interest forms distributed in June
- Interest forms due in September
- Incoming fellows notified in November
- Cohort welcome call in December

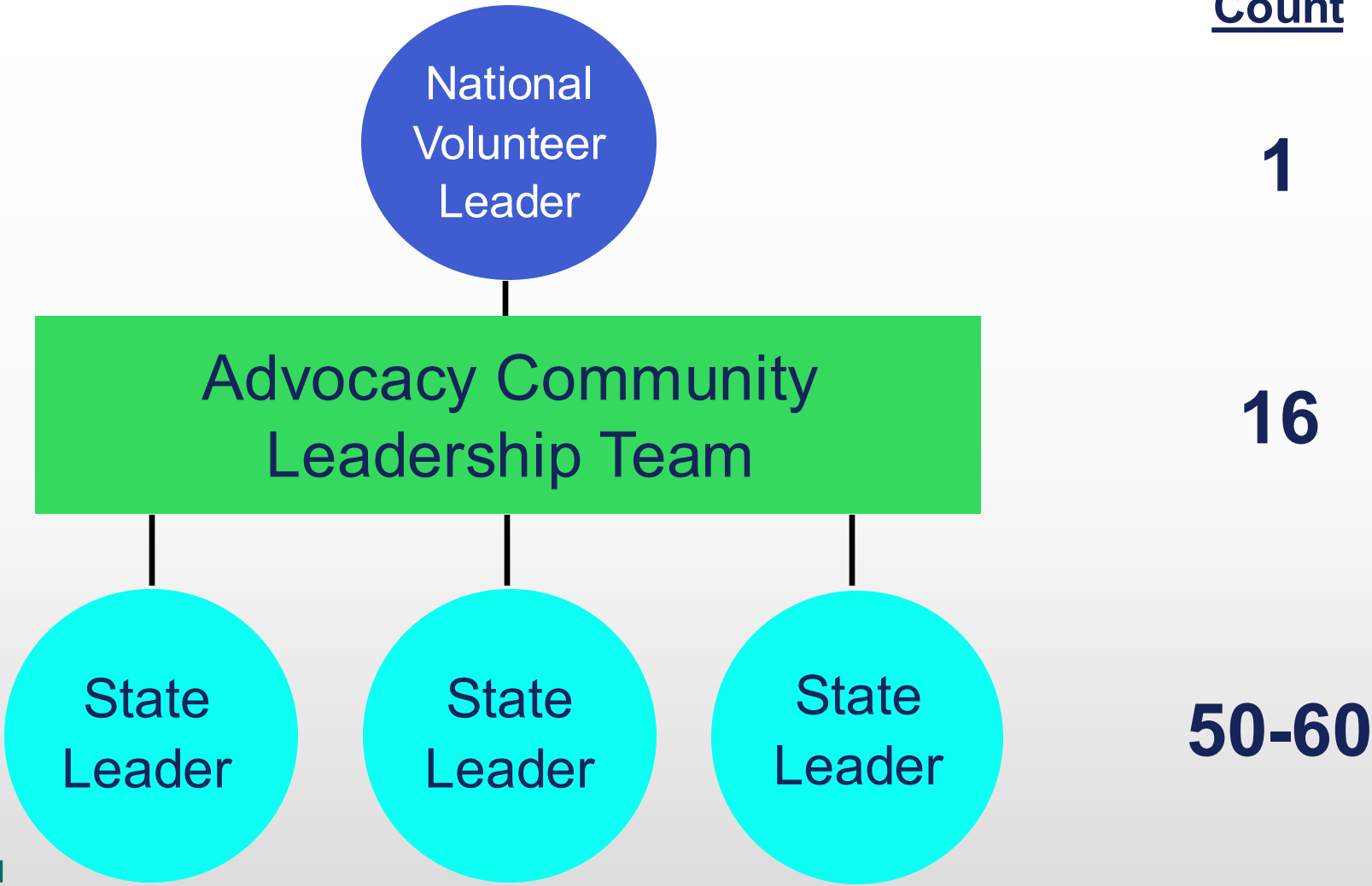
Fellowship Timeline (cont.)

Cohort activities

- Legislator meeting organizing begins in January
 - In coordination with State Leaders
- Issue briefings and training occurs in February-March
- Legislator meeting scheduling begins in April
- Legislator meetings are held in May-November
- Final cohort meeting in December



NAAF Advocacy Community Leadership



Questions?

Please contact
Gary Sherwood at
gary@naaf.org



National
Alopecia Areata
Foundation