

## Easy Advocacy at Association Events: **Father of the Year or Gala**

**Making Advocacy happen at all local events is a joint effort. Planning should begin well in advance of the day of event, involving the individuals below as described.**

- **Advocacy Chair** – Leads, oversees implementation to include advocacy at all local events.
- **State Advocacy Director** – Go-to resource to help brainstorm, find success stories and best practices for including advocacy at events; provides direction regarding advocacy goals, challenges and opportunities, and can assist with identifying Advanced School Advocate, legal advocacy health care or attorney volunteers.
- **Executive Director** – Provides direction regarding local CLB strategic alignment plan goals.
- **Local Mission Staff** – Advise, assist in planning and day of event to ensure advocacy is included at all local events.
- **Local Event/Program staff** – Advise, assist regarding the logistics of including advocacy in their local event or program.

The BASICS	Arrangements	When
<b>Advocacy Message in Printed Program:</b> <ul style="list-style-type: none"> <li>• Use one of the existing Safe at School display ads to show how we make a difference for people with diabetes through advocacy.</li> <li>• Use several advocacy spot messages as text box highlights throughout your printed program.</li> <li>• Use advocacy tear off cards to recruit advocates</li> </ul>	<ul style="list-style-type: none"> <li>• Display ads and Advocacy spot messages can be found online: <a href="http://www.diabetes.org/hometownadvocacy">http://www.diabetes.org/hometownadvocacy</a></li> <li>• Order from staff online store, item number 3130-78. No cost except for shipping</li> </ul>	2-3 months prior to event
<b>“Mission Moment”- at Gala or Father of Year event</b> <ul style="list-style-type: none"> <li>• Feature a personal story from someone who has benefited from Association Advocacy efforts. <ul style="list-style-type: none"> <li>— E.g., Include as a speaker a parent whose child experienced unfair treatment at school, or a worker whose rights were violated.</li> <li>— If you have a good story about someone who is a reluctant speaker, ask to write up the story for use in a moving video, or program message.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Black tie events often choose their honorees well in advance of the event, so contact the lead staff member or volunteer chair as early as possible to see if they can include an Advocacy “Mission moment”</li> <li>• Ask state advocacy director to help identify advocacy stories that would be inspiring to participants.</li> </ul>	2-3 months prior to event

ADVANCED	Arrangements	When
<b>Honor a Diabetes Advocacy Champion</b> <ul style="list-style-type: none"> <li>• Bestow a special award on a local volunteer diabetes advocate or on a public official who has taken the lead on key diabetes issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Black tie events often choose their honorees well in advance of the event, so contact the lead staff member or volunteer chair as early as possible to see if you can suggest an award to the event committee.</li> </ul>	6 -12 months prior to event
<b>Use Stop Diabetes Blues music at event:</b> <ul style="list-style-type: none"> <li>• Background/entry music.</li> <li>• Backdrop to video images of local advocate(s) or advocacy awardees.</li> </ul>	<ul style="list-style-type: none"> <li>• Consult with staff and volunteer event planners to talk about how they might use Stop Diabetes Blues.</li> <li>• Download state specific versions of the song at: <a href="http://www.diabetes.mn/advocacy/Stop_Diabetes_Blues.html">http://www.diabetes.mn/advocacy/Stop_Diabetes_Blues.html</a></li> </ul>	2-3 months prior to event
<b>Recruit members for the Advocacy Attorney Network and Health Care Professional Legal Advocacy Network at Event</b> <ul style="list-style-type: none"> <li>• Include recruitment ask for Lawyers and Health Care professionals in printed program/catalog</li> <li>• Distribute network business cards to committee members and encourage sharing of these cards during the event.</li> <li>• Include mention of joining networks during the Mission Moment script or during networking portions of the event.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with lead staff member or volunteer chair to arrange for one or more of options at left.</li> <li>• Verify or order sufficient quantity of business cards.</li> </ul>	2-3 months prior to event  1 month prior to event