

Easy Advocacy at Association Events: **Tour de Cure**

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																
<p>Advocacy Tent or Table:</p> <ul style="list-style-type: none"> • Have a designated area for Advocacy Volunteers to engage with tour participants. Either a separate Advocacy tent, or table space within a family tent. 	<ul style="list-style-type: none"> • Contact the lead staff member for Tour de Cure to arrange for space. 	<p>1 month prior to event</p>																
<p>Print Materials Distribution, Including:</p> <table border="0"> <tr> <td style="padding-right: 20px;">Order number</td> <td></td> </tr> <tr> <td>• General Advocacy Brochure (Spanish)</td> <td>3130-77</td> </tr> <tr> <td>• Your Job Your Rights Brochure (English)</td> <td>2291-18</td> </tr> <tr> <td>• Your Job Your Rights Brochure (Spanish)</td> <td>2291-10</td> </tr> <tr> <td>• Your School Your Rights Brochure (English)</td> <td>3093-26</td> </tr> <tr> <td>• Your School Your Rights Brochure (Spanish)</td> <td>3093-20</td> </tr> <tr> <td>• Safe at School Brochure</td> <td>3093-08</td> </tr> <tr> <td>• How to Get Help (Large Postcard)</td> <td>2291-11</td> </tr> </table>	Order number		• General Advocacy Brochure (Spanish)	3130-77	• Your Job Your Rights Brochure (English)	2291-18	• Your Job Your Rights Brochure (Spanish)	2291-10	• Your School Your Rights Brochure (English)	3093-26	• Your School Your Rights Brochure (Spanish)	3093-20	• Safe at School Brochure	3093-08	• How to Get Help (Large Postcard)	2291-11	<ul style="list-style-type: none"> • Check with local office staff to make sure they set aside and/or order enough copies for your event. • No cost except for shipping. 	<p>1 month prior to event</p>
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<p>Secure Petition Signatures – Using one of these:</p> <ul style="list-style-type: none"> • Federal Funding Petition • Safe at School Petition – Should be used for all Safe at School priority states 	<p>Both petitions, along with instructions can be printed from an online PDF at: http://www.diabetes.org/advocate/resources/hometown-advocates-in-action.html</p>	<p>Any time prior to event.</p>																
ADVANCED	Arrangements	When																
<p>“Mission Moment”- Day of tour, or Launch/Recruitment events</p> <ul style="list-style-type: none"> • Feature a personal story from someone who has benefited from Association Advocacy efforts. <ul style="list-style-type: none"> — E.g., a family whose child experienced unfair treatment at school, or a worker whose rights were violated. — Would be particularly powerful if the speaker is also a Red Rider participant! — If you have a good story about someone who is a reluctant speaker, ask to write up the story for use in recruitment, publicity, or thank you communications. 	<ul style="list-style-type: none"> • Ask state advocacy director to help identify advocacy stories that would be inspiring to Tour de Cure participants. 	<p>At least 1 month prior to event</p> <p>(NOTE: Launch events are months in advance of actual tour date.)</p>																