

Tips for American Diabetes Association Staff or Volunteer Leaders

Supporting day-of-event volunteers to engage participants in an advocacy petition



Having attendees at a local event sign an advocacy petition is a great way to inform people about the advocacy work at the American Diabetes Association, which is supported by the money raised in your market. And asking people to add their email address to the petition is one of the most cost-effective ways we have to recruit new Diabetes Advocates from your market.

- ✓ After your event, put your market name or event code on the sheets and send them to the National Office. The names you've collected will be added to Convio and CURE so your market will get credit for the Advocates recruited.

But leaving the petition on a table by itself is not enough to get folks engaged! The markets that had the greatest success recruiting Advocates using this petition have utilized a couple of simple strategies. Ask a volunteer or group of volunteers to pro-actively ask people to sign the petition. People are much more likely to do something when they asked.

- ✓ If you have a volunteer training before your event, bring a copy of the petition and ask your volunteers to sign it!

Ask your volunteers to walk around with the petition on a clipboard and encourage attendees to sign it.

If you have a couple of outgoing volunteers or younger people in your market that want to help, this is a great activity for them!

- ✓ Use the instruction sheet on the next page to help volunteers understand the purpose of this petition. Make sure each shift of volunteers is oriented to their role.

Make this a challenge or contest with volunteers. For example, if a volunteer gets 50 or 100 people to add their email address to the petition (you know how big your event is, so choose an achievable goal, but one that is still challenging), offer to give them a prize. Have the volunteer write their name on the back of all the petitions they collected so you can keep track.

- ✓ If your market has a newsletter, print the name of the person who collected the most signatures. Public recognition of their hard work is a great way to show volunteers how much you value their efforts!

Depending upon the size of your event and budget, consider providing a sticker or pin that volunteers can give everyone who signs the petition. A small give-a-way can be a fun way to engage your attendees. And a visible sticker or pin lets your petition volunteers know who has already participated.

Tips for American Diabetes Association Day-of-Event Volunteers

How to engage event participants in an advocacy petition



OUR ADVOCACY GOALS: The American Diabetes Association is fighting to increase the federal and state commitment to prevent, treat and cure diabetes, end discrimination against people with diabetes, and ensure that people with diabetes have access to adequate and affordable health care.

But we can't do it alone. To meet these goals we need your help!

With the help of volunteers like you, we can show our elected officials that diabetes is a serious problem that we need to fight together. With your help, we can also get more people to join in our fight to Stop Diabetes through advocacy.

This petition urges action on the part of Congress to funding for diabetes research & prevention programs.

HOW YOU CAN HELP:

Today's goals: 1) Raise awareness among participants:

- The importance of special diabetes funding and urgency for to Congress reauthorize this year.
- The American Diabetes Association has staff and volunteers who are working every day to influence policy makers at all levels of government.
- Raising constituent voices is critical to being heard on Capitol Hill.

2) Get as many participants as possible to sign our petition.

Keep in mind:

- You don't need to wait for people to approach you. Approach them first and invite them to sign the petition. You can say something like, "Join in the fight to Stop Diabetes by delivering an important message to Congress!"
- If event arrangements allow, circulate with the petition and a pen on a clipboard.
- Be sure to ask every person who signs the petition to add their email address so they can get updates from the Association about diabetes issues in Congress, in the statehouse, and in the courts.
- There are special Legal Advocacy volunteer opportunities for health care professionals (Health Care Professional Legal Advocacy Network) and attorneys (Advocacy Attorney Network).
- When you are finished, please give all the forms back to your volunteer coordinator.



Thank you! Your help in letting people know about our advocacy work, and getting them engaged as Diabetes Advocates is essential to making our voices heard by policy makers as we work together to Stop Diabetes.