

Advocacy on a budget

Overview

- Context: what is the AVMA
- Understanding your audience
- Examples
- Budget-friendly tips





What is the American Veterinary Medical Association?

- The AVMA is the nation's leading representative of the veterinary profession, speaking for more than 105,000 member veterinarians who care passionately about protecting animal health, animal welfare, and human health.
- Informed by its members' unique scientific training and knowledge, the AVMA advocates for policies that advance the practice of veterinary medicine and support the crucial work of veterinarians.

Understand your audience

- Every organization, company, association is unique
- When are your advocates available?
 - For Fly-Ins?
 - For in-district meetings?
 - For grassroots advocacy?
 - Site visits?
 - Attending fundraisers?



Understand your audience

- Listen to your advocates
 - Whether you agree or not
 - Your data tells a story
- Set expectations with your leadership
 - Set realistic goals
 - Preach patience
 - Be a part of the strategic and budget planning



Budget-friendly tips

- Limit your amount of vendors
- Fly-In tips
- Master excel and AI
- Use DIY tools like Canva or SurveyMonkey, etc.
- Learn and innovate
- You are not alone: bring in other like-minded voices



**TAKE YOUR DOG
TO WORK DAY**

June 21, 2024

