



Key Advocacy

	Reason/Topic of Outreach
1	1. The first outreach was a letter from the local health department to the community center, informing them of the upcoming health fair and the availability of the COVID-19 vaccine.
2	2. The second outreach was a phone call from the health department to the community center, discussing the importance of the vaccine and the need for community support.
3	3. The third outreach was a meeting with the community center's leadership, where the health department presented information about the vaccine and discussed ways to promote it.
4	4. The fourth outreach was a social media campaign targeting the community center's members, encouraging them to get vaccinated.
5	5. The fifth outreach was a door-to-door visit by health department staff to the community center, providing information and answering questions.
6	6. The sixth outreach was a partnership with the community center to host a vaccine clinic, making it easier for members to get vaccinated.
7	7. The seventh outreach was a collaboration with local influencers to promote the vaccine and encourage community members to get vaccinated.
8	8. The eighth outreach was a targeted email campaign to community center members, providing information about the vaccine and the location of the vaccine clinic.
9	9. The ninth outreach was a partnership with the community center to provide transportation to the vaccine clinic for those who have difficulty getting there.
10	10. The tenth outreach was a final reminder letter from the health department to the community center, encouraging them to get vaccinated.

KEY CONTACT	HOME DISTRICT	ASSIGNED LAWMAKER	BALA - Signed on as House Original Cospons	COVID Relief \$200M (\$2M St Min)	Welcome to 117th	Build America's Libraries Act (S 127)	Save Education Jobs Act (HR 542)	Social Media Post	Status Q1 Mtg/Convo/Extensive Email Request	Method of Contact	Date(s) Mtg/Convo Request Attempted	Staffer Contacted	Date Mtg/Convo Completed	Notes
New York														
	NY06	Grace Meng (D)	Yes	Not Start	Not Start	Not Start	Not Start	Not Start	Contacted	Called & VM on	02.26.21			Could use help
	NY10	Jerrold Nadler (D)	Yes	Not Start	Not Start	Not Start	Not Start	Not Start	Not Start					
	NY14	Alexandria Ocasio-Cortez (D)	Yes	Not Start	Not Start	Not Start	Not Start	Twitter	Not Start					03.01.21 - Posted
	NY17	Nita Lowey (D)		Not Start	Not Start	Not Start	Not Start	Not Start	Contacted	Staff Email	02.09.21	Mark		
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	NY20	Paul Tonko (D)	Yes	Not Start	Yes	Not Start	Not Start	Not Start	Contacted	Staff Email	02.05.21	Diana		
	NY20	Elyse Stefanik (R-NY-21)		Not Start	Yes	Not Start	Yes	Twitter	Contacted	Webform	02.08.21			
	NY25	Joseph Morelle (D)	Yes	Yes	Yes	Yes	Not Start	Not Started	Complete	Staff Email	02.07.21 & 01.29.21	Kaleigh	02.07.21 &	02.07.21 Email w
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Florida														
	FL02	Rep. Neal Dunn (R)		Not Start	Yes	Not Start	Not Start	Twitter	Complete	Staff Email	02.05.21		3/4/2021	General intro
	FL04	Rep. John Rutherford (R)		Not Start	Yes	Not Start	Not Start	Not Start	Contacted	f Email & USPS	02.04.21			
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	FL27	Sen. Rick Scott (R) (Unassigned)	NA	Not Start	Not Start	Yes	Not Start	Not Start	Not Start	Webform	02.11.21			
KEY ADVOCACY, LLC   P 571.308.9539 E. David@KeyAdvocacy.com W. www.keyadvocacy.com														

# Building Strategic Grasstops & Ambassadors Programs



PUBLIC AFFAIRS COUNCIL VIRTUAL WORKSHOP



David Lusk, Founder

David@KeyAdvocacy.com



@LuskyNDC

Federal & state Capitol Hill Day training

Advocacy 365 training

Grasstops & ambassador program launch & development



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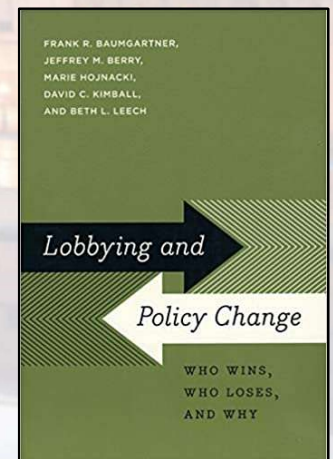
# Why?



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**E. David@KeyAdvocacy.com**  
**W. [www.keyadvocacy.com](http://www.keyadvocacy.com)**

# The End of “Easy Advocacy”

- Congress & the Administration have become more fluid
  - 40 years from 1957-1996: Change elections in 8 of 21
  - Last 20 years of 2001-2020: Change elections in 9 of last 11
  - Impacts leadership, member/committee rosters, staff & agendas
  - Continuous resetting for interest groups pursuing priorities
- *Lobbying and Policy Change: Who Wins, Who Loses and Why*
  - Those with large budgets or PAC dollars won only *half* the time
  - Better predictor of success - those who built relationships with congressional & government officials, party leaders & President



# Ever-Increasing “Legislative Competition”



## Are fly-ins effective?

National Journal's Advocacy Fly-In Deck  
Prepare for Meetings on Capitol Hill  
February 2018



Fly-ins have **increased exponentially in the last decade**, and members of Congress consistently **say they prefer to hear from fly-in visitors**, who often have firsthand knowledge of the impact of government policies.

# Ever-Increasing “Legislative Competition”

More Organizations, More Advocates Visiting Capitol Hill



150



200



700



1,300



150



250 (Mar), 400 (Nov)

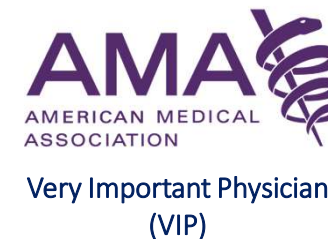


700 (May), 150 (Nov)



7 Organizations

# A Pursuit of Relationship-Based Advocacy





## Grasstops & Ambassador Identification

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- High-profile advocates
  - Seasoned supporters
  - Recurrent fly-in attendees
- Stakeholder advocacy or PAC reports
  - Most active
  - High-quality activities
  - Engaging in-district



## Grasstops & Ambassador Identification

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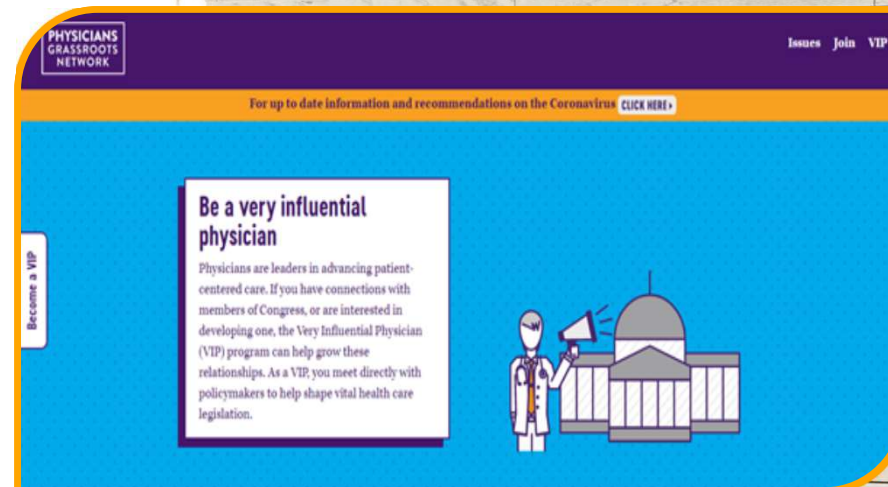
- Exiting government affairs committee & board members
- Newest members & advocates
- Audience interest
- Stakeholder survey
  - Issue interest
  - Advocacy tactic comfort
  - Relationships willing to leverage
  - Passion for advocacy

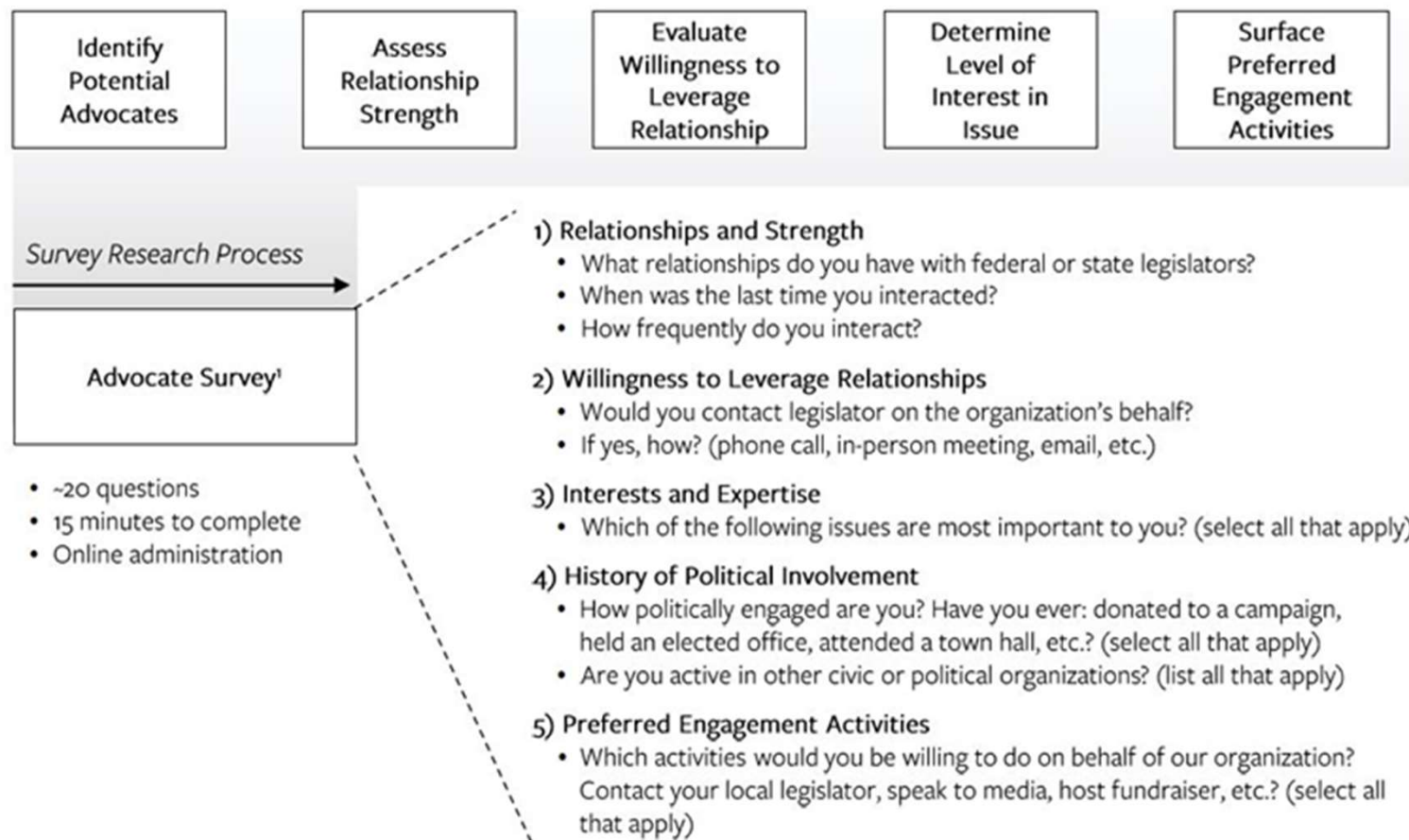
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To become more engaged or to take part in future advocacy sessions like this one, please join the AMA Very Important Physician (VIP) program at <https://physiciansgrassrootsnetwork.org/vip>





National Journal "Best Practices in Washington Advocacy: Extending the Enterprise" August 2013



## Grasstops & Ambassador Identification

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### 3 Identification & Recruitment Models

1. Fully centralized at national organization
2. Completely decentralized (full chapter control)
3. Hybrid mixture

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## Grasstops & Ambassador Identification

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### For Consideration: Grasstops Support Network

- Later phase rollout
- Second tier advocates
- Deployed less frequently (key contact discretion)
- Deeper bench of available advocates
- Vetted recruiting class for future vacancies



# Advocate Motivation

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## Reliable Cadence of Communication & Accountability

- Stalled policy priorities
- Unforeseen circumstances (Covid-19)
- Builds rapport & personal obligation
- Establishes advocate-staff feedback loop



# Advocate Motivation

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## Recognition, Access & Award Programs

- Advocates & victories aren't created equal
- Highlight successes on monthly calls
- Special "insider-only" access
- Advocate of the Month/Year
- Simple gifts
- Carrot not stick

# Showcase & Share Successes



Thank you @SeanMRyan149 for helping us to get the word out about libraries! We appreciate your support during [NationalLibraryWeek](#)

 **Senator Sean Ryan** @SenSeanRyan · Apr 23, 2020

The buildings may be closed but Erie County libraries are still open- online! We are available at every branch & county residents can get an e-library card by visiting [buffalolib.org](http://buffalolib.org). Thanks to @buffalolibrary for helping our community stay connected during the pandemic



Hi, I'm Assemblymember Sean Ryan and I'm joined today by Mary Jean Jakubowski, the director of the Buffalo and Erie County Public Library System.

1 PM · Apr 23, 2020 · Twitter Web App



# Advocate Motivation

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## Compelling Scorecard (Gamification - Activity Tracking - Point System)

### Four Characteristics

1. Simple
2. Visible to team
3. Displays lead & lag measures
4. Winners are obvious

# Create a Compelling Scorecard

KEY CONTACT OUTREACH TRACKER

Q1 Through 03.19.21

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			NA	Not Start	Not Start	Yes	Not Start	Not Start	Not Start	Webform	02.11.21			



# Advocate Motivation

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- Don't overwhelm
- Allow ownership
- Provide self-selection of tactics  
(Momentum of minor victories)
- Increase responsibility in stages
- Acknowledge achievements

# Provide Self-Selection of Tactics

- Social media interaction
- Earned media (op-eds/LTEs)
- Virtual meetings
- In-district office meetings
- Hosted events
- Informal “Coffees with Congress”
- Community intercepts

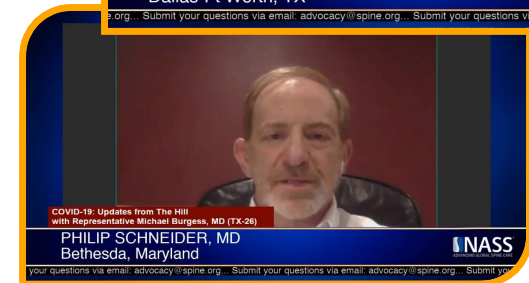


Annabelle Volgman  
@avolgman

The smile on my face is because @Cardiology #ACCLegConf I got to meet with @SenatorDurbin and sat with 3 Presidents- @cardio10s @DickKovacs & Pres Abe Lincoln at the Capitol! Had a great discussion about oversight of Prior auths for tests&drugs for Medicare pts& other bills.



6:06 PM · Nov 5, 2019 from Arlington, VA · Twitter for iPhone



THE  
HILL

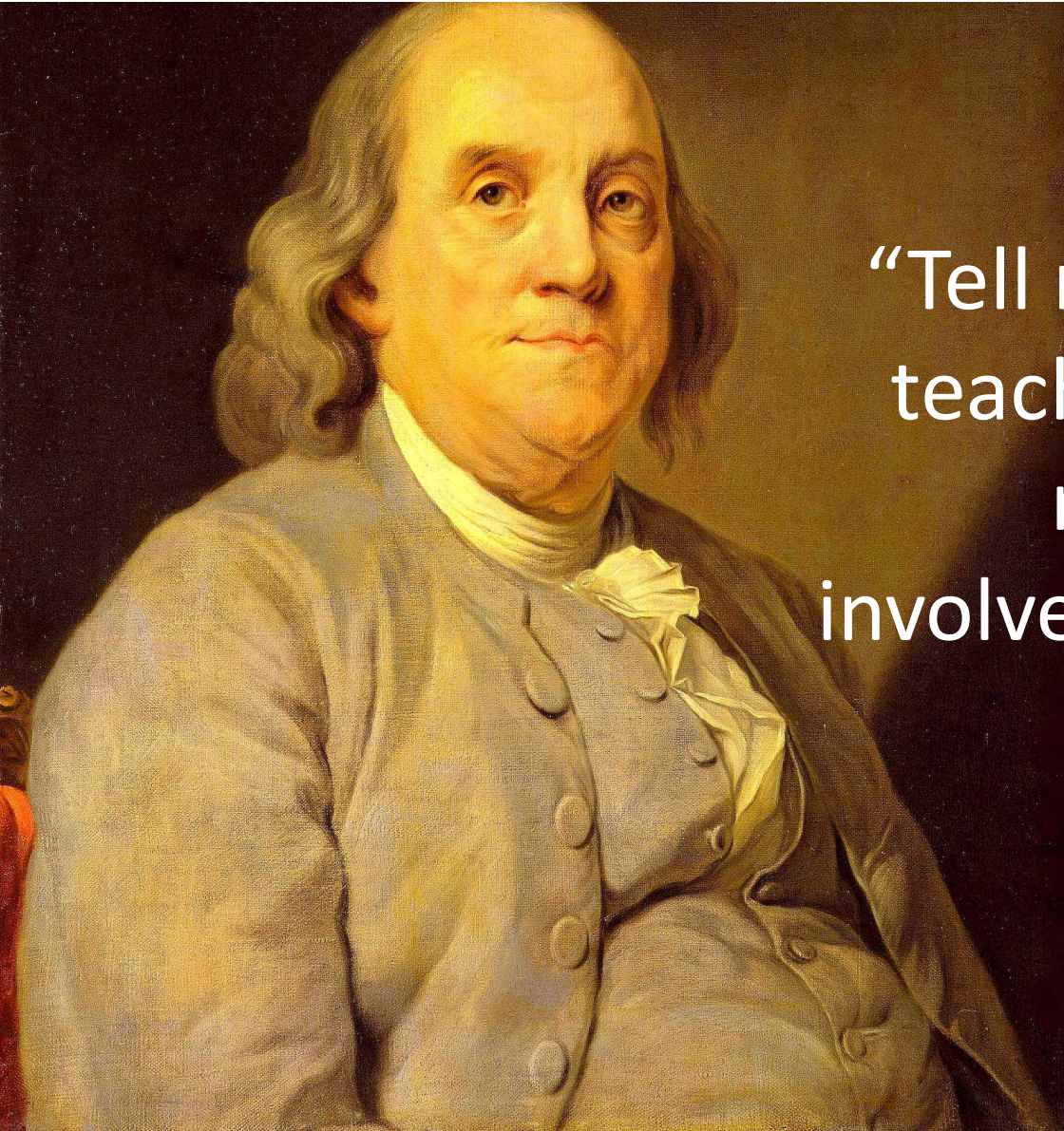
**Streamlining the process of prior authorization for medical and surgical procedures**

BY RICHARD MENOER, OPINION CONTRIBUTOR — 01/14/21 07:00 PM EST  
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

## Training Grasstops & Ambassadors

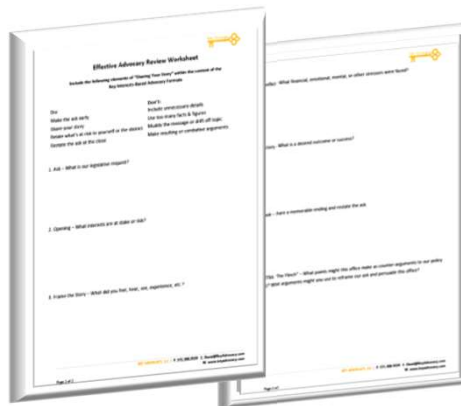
- Distinct introductory, intermediate & advanced sessions
- Paralysis via information overload
- Monthly or quarterly cadence
- Combine online & in-person
- Advance up “advocacy involvement staircase”





“Tell me and I forget,  
teach me and I may  
remember,  
involve me and I learn.”

**Benjamin Franklin**



## Training Grasstops & Ambassadors

- Interactive
- Collaborative
- Message framing exercises\*
- 3 types of lawmakers\*



# **7 Tips for Building Strategic Grasstops & Ambassadors Program**

Lindsay Torrico, Senior Director of Policy and Advocacy, United Way Worldwide



UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

# The State of Play

- Time of uncertainty and immediate suffering
- Millions in lockdown
- People were looking for ways to support their communities in meaningful ways
- Shift from offline to online



**LIVE UNITED**

**1. Be responsive and adjust to meet the moment**

## **2. Clarify policy goals, priorities and asks**

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UNITED WE WIN.

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# Fight for America's Recovery

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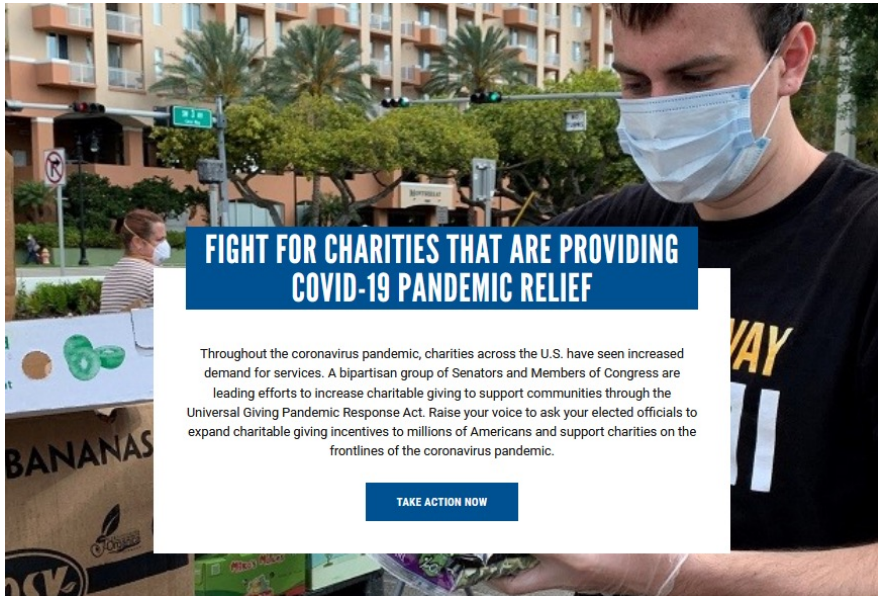
1. Expand universal **charitable giving incentives**
2. Expand the **Earned Income Tax Credit (EITC)** and **Child Tax Credit (CTC)** for working individuals and families
3. Increase funding for **Medicaid**
4. Provide supplemental **emergency funding** for programs that support the financial stability of families and communities like **211, Emergency Food and Shelter Program, Volunteer Income Tax Assistance program**, and stabilizing the **child care system**
5. Increase monthly **Supplemental Nutrition Assistance Program (SNAP) benefits**
6. Investment more in **Enhanced Unemployment Insurance and Economic Impact Payments**

### **3. Create year-round engagement opportunities**

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UNITED WE WIN.

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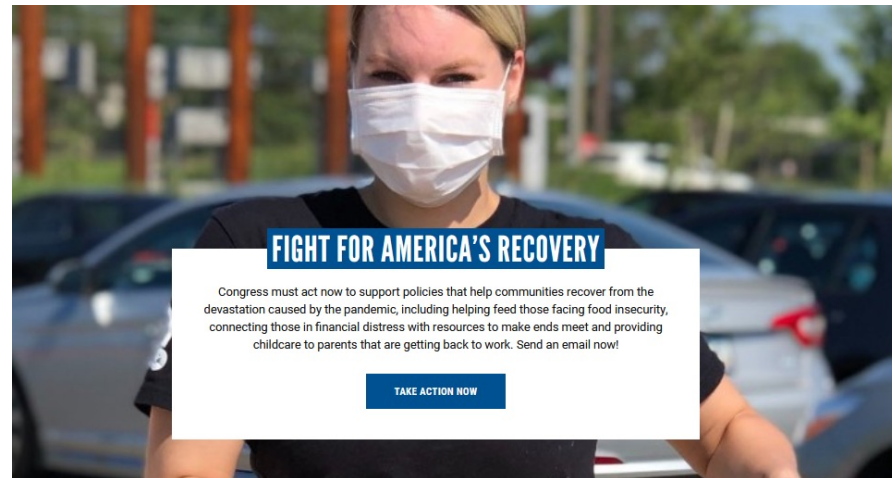
# FAR Campaign Calls to Action



**FIGHT FOR CHARITIES THAT ARE PROVIDING COVID-19 PANDEMIC RELIEF**

Throughout the coronavirus pandemic, charities across the U.S. have seen increased demand for services. A bipartisan group of Senators and Members of Congress are leading efforts to increase charitable giving to support communities through the Universal Giving Pandemic Response Act. Raise your voice to ask your elected officials to expand charitable giving incentives to millions of Americans and support charities on the frontlines of the coronavirus pandemic.

[TAKE ACTION NOW](#)



**FIGHT FOR AMERICA'S RECOVERY**

Congress must act now to support policies that help communities recover from the devastation caused by the pandemic, including helping feed those facing food insecurity, connecting those in financial distress with resources to make ends meet and providing childcare to parents that are getting back to work. Send an email now!

[TAKE ACTION NOW](#)

# LIVE UNITED

## 4. Segment grasstops leaders

UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

## Targeted Engagement & Communications





**211**  
Get Connected. Get Help.™



**AIRS**  
Assisting in Access to Information and Referral Services



**United Way**

The Honorable Nancy Pelosi  
Speaker  
U.S. House of Representatives  
Washington, DC 20510

The Honorable Kevin McCarthy  
Minority Leader  
U.S. Senate  
Washington, DC 20510

The Honorable Mitch McConnell  
Majority Leader  
U.S. Senate  
Washington, DC 20515

The Honorable Charles E. Schumer  
Minority Leader  
U.S. Senate  
Washington, DC 20510

July 20, 2020

Dear Member of Congress,

On behalf of the network of agencies and partners that provide 211 services across the United States, we request an emergency appropriation of \$150 million to build 211's capacity to respond to millions of calls from Americans in need of health and financial assistance and support during and long after the COVID-19 pandemic.



Hi Lindsay,

Thank you for speaking up to support individuals and communities struggling to get by during this pandemic. Nearly a year later, the challenges remain large, but Congress has taken action to provide much-needed relief. That is good news for our country and the communities we serve.

We all need to celebrate the wins when we can.

There are a lot of investments and supports in the recently passed bill that we celebrate, but here are our top seven wins:

## **5. Mobilize and drive towards a collective activation point**

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UNITED WE WIN.

LIVE UNITED

# Virtual Advocacy Training & Hill Day



#relief4charities taking meeting  
ways virtual relief #medicaid match  
leaders 200 #expandeitc advocate families  
join forum virtually #covid19 thank talk  
members  
#uwadvocate charitable nonprofits  
learn deduction states united urge advocacy  
community package increasing working joining supports pandemic  
#relief4charities comprehensive expanding

**LIVE UNITED**

**6. Celebrate the small wins & keep the momentum**

UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

# Your Voice Was Heard!



We've secured critical nutrition supports including increases for WIC, Child Nutrition Programs, and a suspension of SNAP work requirements



We increased investments in child care by \$3.5 billion and secured \$750 million for Head Start

Established a non-itemizer charitable deduction for up to \$300 for 2020



Our network has sent thousands of tweets calling for #Relief4Charities

## United Way COVID-19 Advocacy Response

Twice as many United Way advocates called or e-mailed Congress in the last three weeks of March compared to all of 2019



We fought and won \$200 million for the Emergency Food and Shelter Program

**Fighting for health, education, and financial stability during and beyond the COVID-19 crisis**



We ensured that nonprofits were eligible for critical business supports like SBA loans and removed the provision barring nonprofits receiving Medicaid funds from being eligible



UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

# Keeping Advocates Engaged



Hi Megan,

As part of our COVID-19 response, United Way is bringing together thousands of advocates from across the United States to push for policies that provide critical relief to those most impacted by this pandemic. And, it's working.

Together, we helped shape the \$2 trillion emergency relief package passed by Congress, which seeks to aid millions of Americans during this economic and health crisis.

This is welcome news for our country and the communities we serve. To learn why, read this [blog post for six things you need to know about the COVID-19 relief bill](#).

Right now, it's more important than ever for people like you to speak out—and to fight for solutions helping the most vulnerable among us.

Yours in service,

Lindsay Torrico  
Senior Director of Policy and Advocacy  
United Way Worldwide

LEARN MORE



Hi Meghan Roberts,

As the coronavirus continues to impact the country, Black communities continue to be hit harder and feel the worst of the economic and health crisis. That's why your voice is needed today.

Right now, Congress is negotiating another coronavirus relief package. As we approach the end of July, action is needed now to extend existing policies and expand programs that support individuals and families—like enhanced unemployment insurance, increased monthly SNAP benefits and additional Medicaid funding for states.

We're asking Congress to include support to help feed those facing food insecurity, connect those in financial distress with resources to make ends meet, increase charitable giving to nonprofits and provide childcare to parents that are getting back to work.

Email Congress [now](#) to fight for policies that help communities recover from the devastation caused by the pandemic.

Our families and communities can't wait.

TAKE ACTION

Sarah,

Families are continuing to struggle with the COVID-19 pandemic and the resulting economic impacts. Congress is negotiating another relief package and they need to act from you that communities can't continue to wait.

Since COVID-19, there has been a spike in families experiencing food insecurity and million children are still not getting enough to eat.

Families shouldn't have to choose between paying their bills or feeding their kids. That's why we're calling on Congress to increase monthly SNAP benefits by 15%. That would provide a family of four with an extra \$100 per month to put food on the table.

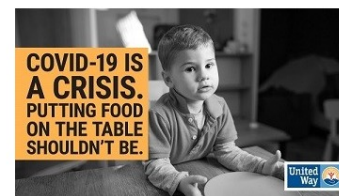
It's also a good deal for America's economy. For every SNAP dollar a family receives, they spend \$1.50, helping to infuse dollars locally and jumpstart our economy.

Today, August 10, is a National Day of Action to #BoostSNAPNow. **Add your voice.**

[Click to tweet and urge Congress to #BoostSNAPNow](#)

Families across the country are doing their part to stay healthy and keep their communities safe. It's time now for Congress to step up so that families can meet their basic needs and have enough to eat.

Will you join us? [Tweet now.](#)



# LIVE UNITED

## 7. Track success and tell your story

## Our Results

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- A **265%** increase in individual advocates engaged
  - 3,350 advocates sent 11,500 emails and made 400 phone calls
- **2X** as many advocates emailed or called Congress in last three weeks of March than all of 2019
- **450** United Way CEOs signed onto letter to Congress
- **250** participants in Virtual Hill Day in June 2020

UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

# Final Reflections

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- Start with policy and engagement goals
- Create an advocate journey
- Cross-functional collaboration with communications, customer engagement, donor relations, email marketing teams
- Integrate a donation ask (convert advocates to donors)
- Lead them to the next step

LIVE UNITED

**Thank You!**

# **Case Study: Leveraging Grasstops in a Virtual Environment**

March 23, 2021



# RESOLVE's Mission

RESOLVE is dedicated to ensuring that all people challenged in their family building journey reach resolution through being empowered by knowledge, supported by community, united by advocacy, and inspired to act.

**RESOLVE exists to provide:**



**Access to Care**



**Access to Education**



**Advocacy for Coverage**



**Awareness of All Family Building Options**



**Access to Support & Community**

# Short Introductory Video



# RESOLVE's Advocacy Program & Virtual Federal Advocacy

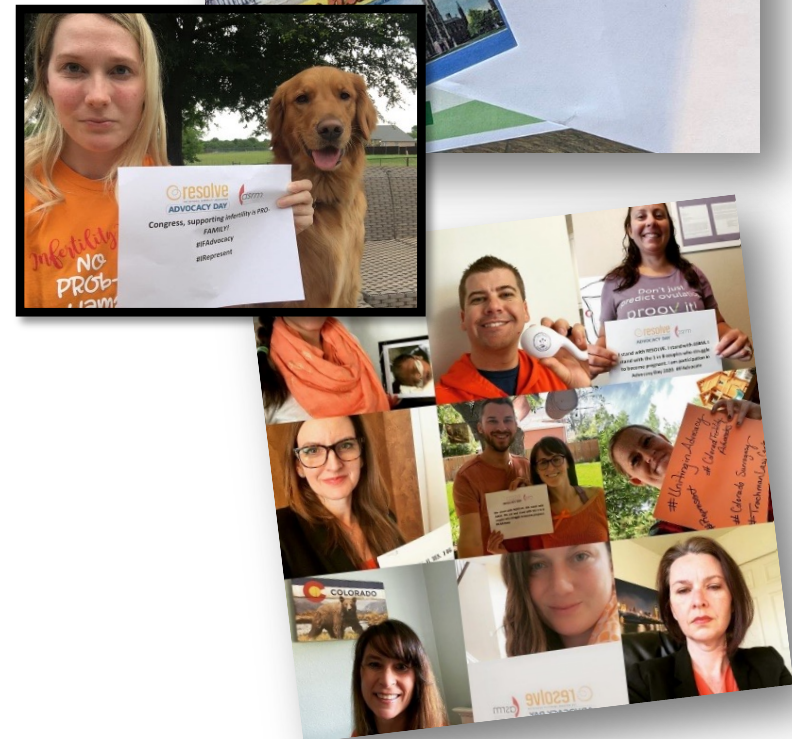
## RESOLVE Advocacy Network (RAN):

- New branded advocacy program as of 2020, which includes all state and federal advocates; access to action alerts, toolkits, and private Facebook Page for community and mentoring
- 2,000+ grassroots advocates representing all 50 states
- 100+ advocates in leadership/mentor positions



## Federal Advocacy Day:

- RESOLVE hosts an annual Federal Advocacy Day in partnership with ASRM to discuss top priorities on the Hill in May/June
- In person: 200 advocates from 30 states
- Pivoted to virtual in 2020, to engage 385+ advocates from all 50 states in 262 Congressional meetings



# Case Study: RESOLVE's Virtual Federal Advocacy

## Advocacy Day Goals for Advocates (Virtual):

- Increased awareness, education, and support for our issues from Congressional Offices.
- Uniformed training for advocates and leaders to be prepared for their meetings.
- Building a sense of community and engagement—especially in a virtual environment.

## Volunteer Leadership & Interest:

- We need volunteer leadership support to achieve our goals and mission!
- Set up an application process and required informational webinar to streamline volunteers.
- Results: 90+ final applications
- Recruitment:
  - Emails
  - Social media
  - Surveys and registration



# Virtual Federal Advocacy Day Committee

## Uniform training and onboarding process for volunteer leaders:

- Tiered levels of Volunteer Leadership, Mentorship, and Engagement
- Volunteer Manual
- Volunteer Contract
- Private Facebook Group & Google Docs System
- Ability to connect with mentors



# Volunteer Committee Leadership Roles

- “Train the Trainer” model
- Structure: 2 Co-Chairs direct full committee, leads for 6 subcommittees, 3 outside mentors, and 60+ volunteers
- 2-year commitment for leads/co-chairs, 3-year term for regular advocates- transition to mentor roles
- Bi-weekly full group phone calls with updates, weekly calls with subcommittee specialized groups
- Shared drive documents
- Review process, deadlines and timelines



# Volunteer Committee Leadership Roles

- Who are the volunteers and mentors?
  - Patients, healthcare professionals, friends and family, individual and corporate supporters, non-profit professionals from all 50 states with various skillsets
- Volunteers responsible for supporting:
  - Recruitment
  - Engagement/Social Meetups and Connection
  - Letter Campaign
  - State Captain Program
  - Social Media
  - Follow Up
  - Other (Mentors/Video Library)



# Co-Chairs, Letters, and Follow Up Leaders

## **Co-Chairs**

- Provide support for overall strategy and vision of theme for Advocacy Day “Represent,” “Let’s Talk”, and structure of committee
- Liaison between RESOLVE, ASRM, and full committee members
- Organize leads, bi-weekly calls, makes sure deadlines and tasks are met
- Troubleshoot problems and brainstorm solutions

## **Letter Campaign**

- Assists in writing language for complementary letter sent by advocates to Members of Congress (almost 6,000 last year)
- Helps to amplify message through targeted recruitment and communications

## **Follow Up**

- Sent personalized letters to all attendees before and after event
- Created thank you template
- Designed August Recess and follow up Campaign
- Advocacy Scorecard

# Recruitment, Engagement, and Mentor Leaders

## **Recruitment**

- Research and Connected with 250+ allied organizations, high touch outreach to amplify our message
- Social Media, letters, phone calls, and email campaigns
- Peer to peer engagement

## **Engagement**

- Created first time advocate toolkit
- Designed Social Meet Up Happy Hours: Hosts, Breakout Rooms, Drinks
- Mentors for new advocates-could reach out to them to schedule one on one personalized calls

## **Additional Mentors**

- For those who hit term limits, can transition to Mentor/supervisory role
- Can be paired with new committee member to set up individualized calls and offer support
- Also, option to move to RAN mentor role

# State Captain Leaders

## **Who are they?**

State Captains are experienced and dedicated volunteers who provide invaluable leadership and advocacy expertise to advocates in their state for RESOLVE/ASRM's annual Federal Advocacy Day. 60+ Volunteer Leaders in this role, with larger states with Co-Captain Model.

## Main Responsibilities:

- Organize meetings, practice mock sessions
- Do research on Members of Congress
- Assist advocates with talking points and telling their stories
- Help group feel comfortable with technology
- Assist with Follow Up

Resources: State Captain Toolkit, Training Webinars, Scripts and Documents

# Video Library Project

**Purpose:** 60% of our registrants for Advocacy Day were first time attendees, so we needed to utilize our Grasstops volunteers to assist in training, developed Video Library Project.

We asked mentors and experienced advocates to record their stories as they shared with members of Congress, to provide examples to new advocates. We collected from variety of backgrounds to be inclusive of many different stories in Family Building Community. We also created a template to assist.

Example Story: <https://resolve.org/get-involved/events/advocacy-day/advocacy-day-video-library/>

# Resources for Advocacy Day

- Givbee Text System
- Phone2Action (Letter System)
- Training Website
- Develop Digital Materials to Promote Event
- Formalized Training for Advocacy Day- short video clips and live session
- REMO Platform
- Zoom Happy Hour Meetings
- Social Media: Twitter Storm, Selfie Signs, and specialized Zoom backgrounds



# Results, Feedback, Follow Up

With the help of 100+ advocate leaders we were able to:

- Recruit 385 people to join Advocacy Day who attended 262 Congressional Meetings
- Engage with over 100+ allied organizations
- Host Training sessions with 150+ attendees
- Have social met-ups and happy hours with 200+ in attendance
- Nearly 6,000 letters sent to offices
- Post AD anonymous survey with 100+ responses and 100% of advocates said they would return

Follow-Up with Volunteer Committee Leaders:

- Provided group with opportunity for debrief group calls, anonymous survey, and individualized



2020  
Pennsylvania  
Delegates



#IFAdvocate

**Helping families grow**

- ✓ INFERTILITY LEGISLATION IS PRO-FAMILY
- ✓ INFERTILITY IS A DISEASE  
recognized by the American Medical Association and World Health Organization.
- ✓ COST IS A KEY BARRIER  
to adoption and to medical treatment for infertility (since 79% of private insurance policies don't cover it).

\$\$\$  
60% report SPENDING \$10,000 OR MORE to build their families.

People who need IVF and have employer-provided infertility IVF health insurance have  
**HIGHER SATISFACTION WITH THEIR EMPLOYER**

INSURANCE COVERAGE FOR IVF = LOWER RATES OF MULTIPLE BIRTHS

NEARLY 433,000 CHILDREN ARE IN FOSTER CARE, 123,437 WAITING TO BE ADOPTED

Having a family is fundamental to the lives of many American women and men. Being unable to have a child is life-shattering.

resolve  
IN PARTNERSHIP WITH  
asrm  
PIC • COLLAGE

[www.resolve.org/InfertilityIssues](http://www.resolve.org/InfertilityIssues)

# Lessons Learned

1. Utilize your experienced advocates- they want to help, and they can greatly amplify existing efforts
2. Provide clear communication on expectations, vision, timelines, tasks, roles and directives for volunteers (contract/understanding of scope)
3. Understanding, compassion, and flexibility for advocates and mentors (mistakes will happen, there will be attrition rates, and people have life challenges they are going through)
4. Provide room and space for new ideas from mentors on programming and feedback- allow them opportunity to share
5. Recognize and thank your advocates for their hard work

# Questions?



- Thank you for participating!
- Contact [tsullivan@resolve.org](mailto:tsullivan@resolve.org) with any questions!