



Alzheimer's Association Volunteer Advocates

Why Are Advocacy Volunteers Important?

The end of Alzheimer's begins with all of us—engaging our state and federal elected officials. The Alzheimer's Association provides services to Alzheimer's families—one family at a time. In contrast, **Advocacy Volunteers (Alzheimer's Congressional Team Members and/or State Champions) work with their assigned elected officials to help change laws, which improve the lives of Alzheimer's families across Arizona.** Advocates are the voice for the almost 500,000 Arizonans living with dementia and their caregivers and family members. They help ensure our leaders make supporting families, and ultimately ending Alzheimer's, a priority.

Your individual experience with the disease is your most powerful tool. Human beings are hard wired to **learn through stories**. Statistics simply aren't enough to challenge preconceptions of this disease. **It takes authentic stories from constituents like you** willing to share them with state legislators.

We look forward to helping you tell that story in a variety of ways to legislators who can make a difference for people struggling with Alzheimer's and other forms of dementia. Together, we will achieve a world without Alzheimer's and a dementia-capable Arizona. **Let's get to work!**



What Do Alzheimer's Association Advocacy Volunteers Do?

Help advance Alzheimer's legislation at the state & federal level by committing to:

1. **Cultivate** a relationship with and educate assigned legislator(s) and their staff.
2. **Attend** State Day at the Capitol or Advocacy Forum in D.C.
3. **Interact** with assigned legislator(s) in other ways, including by email, phone, social media, town halls, submitting letters to the editor (to your local newspapers), or taking other actions.
4. **Report** all interactions with elected officials.
5. **Participate** in a bi-monthly call led by volunteer Advocates and Chapter policy staff to stay up-to-date on the status of legislation, key messages, and other information.

Program Contact

James Fitzpatrick, Director of Public Policy & Advocacy Alzheimer's Association, Desert Southwest Chapter jfitzpatrick@alz.org | 602.528.0545

The Role of Constituents

*"Any lobbyist worth his or her salt will concentrate on **getting my constituents to tell me what they think...not what he or she thinks.**"*
— Republican Legislator

*"I go home and get the temperature of things. When I'm home and I've had individual citizens come and tell me about a problem, and then I continue to hear about it, I do something about it. **It's the repetitiveness of it.**"*
— Democratic Legislator

Courtesy of Congressional Management Foundation

ACTIVITIES

Alzheimer's Advocacy Activities

These are just some of the activities Advocates undertake to cultivate a strong relationship with their elected officials throughout the year. All activities should also be reported to the Alzheimer's Association.



Legislative Meetings

Pre-scheduled Meetings: A pre-scheduled face-to-face meeting with the legislator. These meetings can take place in the legislator's district or at the Capitol Building (in their legislative office) or virtual.

Capitol Office Drop-by: A brief, unscheduled visit to the legislator's office, typically to drop off materials. You may have to leave these materials with staff.

Community Encounter: Holding a brief meeting with an official at a community event (in person or virtual).

Committee Testimony: Working with chapter staff to prepare and testify at a committee hearing.

Town Hall: A public and more formal event hosted by the legislator. "Follow" your legislator(s) on Twitter and "friend" them on Facebook to find out when they are holding town halls in or near your community.

Association Events

Coffee with a Legislator: An event that gathers constituents with the legislator in an informal setting. Advocates arrange the event with help from Alzheimer's Association policy staff.

Other Alzheimer's Association Events: Participation in a local [Walk to End Alzheimer's](#), [The Longest Day](#) event, a Reason to Hope luncheon, or other event organized by the Association.

News Media

Letter to the Editor (LTE): Submitting a LTE to local newspapers that mentions the legislator and an Alzheimer's priority.

Personalized Messages

Emails or phone calls: Written communications to, or a phone call with, an elected official.

Social Media: Publicly posting, tweeting and commenting on Facebook, Twitter and other social sites. Be sure to "mention" or "tag" the elected official so they are notified.

GET CONNECTED

Be Social!

Connect with Your Legislators and Fellow Advocates

Many elected officials have, and are active on, social media sites, such as Facebook, Twitter, and others. Signing up to *follow*, *like* or *friend* them is a great first step towards building a relationship. You'll see issues they care about, events you can attend and posts you can retweet or comment on. Following them also makes it easier to *mention* them in your own posts. Here are some accounts to find and follow:

- **Your elected officials.** Be sure you are following their official account (although following their personal or campaign accounts can be helpful too).
- **Alzheimer's Association** ([@alzassociation](#), www.facebook.com/actionalz)
- **Alzheimer's Association, Desert Southwest Chapter** ([@alzdsw](#), www.facebook.com/alzdsw/)
- **Alzheimer's Impact Movement** ([@alzimpact](#), www.facebook.com/AlzImpact/)

Twitter

Remember to **include your officials Twitter handle** in your tweet to ensure the legislator sees it! **Also include ours (@alzdsw)** if you have space, and we will "like" and "retweet" you! Here are some hashtags you can use in tweets about Alzheimer's to your state legislators:

- #EndAlz – Alzheimer's Association nationwide hashtag for everything Alz/dementia
- #endalzaz – Anything related to the Arizona legislature, including bills and state legislators
- Bill numbers – If you are tweeting about a specific bill, don't forget to include #HB0000 or #SB000

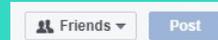
Facebook

Remember to "**mention**" **your official** in your Facebook comments. When you do this, it notifies the legislator that you have posted about them! Mention them by:

1. Typing the "@" symbol, then their name (you may have to start with "state representative" or "representative")
2. A drop down menu appears and creates an easily navigated link to that person's page
3. Keep in mind that **this only works if you also make your post "public"** (a world icon will show at the top of your post if it's already public).

To make your post public:

1. Click the drop down menu at the bottom of the post



2. Select "public"

Also mention us (@alzdsw) and we will "like" and "share" your post!

Please remember your role as a representative of the Alzheimer's Association and think about the content and tone of your posts. Ending Alzheimer's is a non-partisan activity. It's not red or blue... it's purple!