

## Planning and Implementing Your Mission & Advocacy Booth

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### Mission & Advocacy Booth Planning

**Selecting Volunteers:** Advocacy recruitment volunteers can come from any number of places in the Arthritis Foundation community and the community at large. Look for individuals who are knowledgeable and enthusiastic about advocacy and the mission of the Arthritis Foundation. Work with your Arthritis Foundation staff partner to see if you can recruit from local e-advocates, Ambassadors, Honorees, or JA Families. Volunteers should not be afraid to approach people directly to help with this activity.

**Timeline:** Be sure to let volunteers know when to arrive, when to complete booth set up, when the traffic will be highest, when participants are expected to return from the course, and when they should begin breaking down the booth.

**Specific activities for this event:** Depending on the current advocacy priorities, you may need volunteers to focus solely on recruiting volunteers, have them sign “Dear Senator” and/or “Dear Representative” letters or take part in another activity. Be specific about the current priorities in your volunteer instructions. Check with your Arthritis Foundation staff partner for the most current list of priorities. Download templates, kits, and resources [on our website](#).

**Follow up before the event:** Before your volunteers head out to the event, follow up to make sure they have read the mission information and they are comfortable with the information provided. This is a good time to reemphasize any key pieces of information.

**Follow up after the event:** Be sure to follow up with the volunteers to capture any information to improve the booth, potential ambassadors they may have noticed, items that are out of stock and other details.

### Mission & Advocacy Event-Day Activities

- At the Walk to Cure Arthritis, ask participants to write a personal message to their Senator about arthritis on one of the pre-printed letters provided by the Arthritis Foundation
- Volunteers should circulate through the crowd carrying clipboards to sign up advocates. Initially, volunteers should be strategically placed near the registration area. After the participants return to the event area following the walk, volunteers should be placed near the closing ceremony and/or picnic area
- Have available copies of the one page issue brief (available from your Arthritis Foundation staff partner) to hand out if participants want more information
- Provide volunteers with the names and spelling of the two U.S. Senators in the state
- Ask event participants to sign letters to their Senator(s) using phrases such as:
  - “Are you interested in seeing more federal funding for arthritis research?”
  - “Would you like to see more pediatric rheumatologists for kids?”
  - “Will you sign this letter to your Senator asking for his/her support for arthritis?”
  - “Would you like to be kept informed about how Congress is supporting persons with arthritis?”

## Mission & Advocacy Booth Setup:

- Keep the set up as simple as possible
- Provide mission and advocacy materials for participants to take home. This may include lists of local programs, brochures, or other informational materials. Work with your Arthritis Foundation staff partner to determine the right materials for your booth
- If visitors to the booth would like more information, this is a wonderful opportunity to capture their information and follow up after the event. Consider having a notepad or sign-up sheet for participants to request more information
- Make it fun! "Do Blue" or take a patriotic theme to your dress for the day. Wearing something that distinguishes you from everyone else at the event can be fun and help engage people to sign up. Examples of creative gear could be as wild as coming as Uncle Sam, or simple as donning a blue wig or dressing head to toe in blue. Your local Arthritis Foundation staff may have a specific dress code for the booth – be sure to check with them before investing in a really creative outfit
- Make sure that volunteers have access to information about the event, including an event timeline, start time, registration, and restroom locations
- Below are some examples of Mission & Advocacy booth setups:



For more information on our advocacy activities, please visit the [advocacy page](#) on our website.