

## Tips from the Field

# Advocacy at Fundraising Events

### Table leader: Kate K.

Kate advocates for her daughter, Delaney, who was diagnosed in 2009 at the age of 6 with Juvenile Arthritis. Now 11, Delaney works with her to advocate on her own behalf. In April 2014, Kate submitted a proclamation to Iowa Governor Terry Brandstad to proclaim May as Arthritis Awareness month in Iowa. Kate and Delaney along with other local Juvenile Arthritis families attended the proclamation signing at the governor's office in April. As a member of the Heartland Region Advocacy Committee and an Arthritis Foundation Ambassador, Kate works to raise arthritis awareness at the local, regional and national levels.



### Tips to take home

- Encourage team members to sign up to be e-advocates or ambassadors
- Create a video and post on social media on why we advocate and fundraising and at the end ask for people to donate and if they are not able to ask them to consider becoming an e-advocate
- Share your story with everyone – you never know who you might inspire with your story or who may be in a similar situation and is not aware of the resources available
- Decorate your Mission tent – making it inviting for people to stop by.
- Invite a State or Federal legislator to your event to speak, use social media to announce their attendance
- Have a prize wheel for people to spin if they sign up to be an e-advocate.
- Have announcements made during the event to come to the Mission tent.
- Go to sponsors and AOII and speak about the importance of advocacy and fundraising and asking for e-advocates.
- Connect on social media and post updates getting the word out
- Ask your Arthritis Foundation staff for state and federal statistics. The legislators and donors WANT numbers! Tell them how many children in the state have arthritis, the percentage of the state's population with arthritis, the cost of arthritis for the state, etc.



### Want to get involved?

- Sign up to be an Arthritis Foundation e-advocate.
- Already an e-advocate, sign up to be an Arthritis Foundation Ambassador.
- Volunteer to serve as the Mission Chair for your local Walk to Cure Arthritis or Jingle Bell Run.
- Make a video slideshow telling your JA story on why you advocate and fundraise for the Arthritis Foundation.

### Challenge:

Contact your JBR AF staff person and volunteer to serve as the Mission Chair. As committee members sign up to be on the JBR committee sign them up to be e-advocates, if they are already e-advocates speak to them about becoming Ambassadors.