



# Advocacy in ACTION

Fighting for People with Arthritis



**Arthritis Foundation Ambassador Newsletter**

**March 3, 2015**

**Volume 1, Issue 1**

## **Welcome to the Ambassador Newsletter!**

Dear Ambassadors,

Welcome to the inaugural issue of the Ambassador Newsletter! Here I'll share with you the Ambassador Program's latest news, tips and innovations. This publication serves as a way for you, our most elite advocates, to continue growing as an advocate, as well as connect with other Ambassadors to build our community. We are making a huge push to expand our team of advocates by encouraging everyone to sign up their friends and family as new E-Advocates! [Please forward this link to at least five people you know and encourage them to become an E-Advocate.](#) And don't miss the opportunity to participate virtually in the Annual DC Summit, outlined below.

Thank you for being a part of the Ambassador Program. I look forward to working with you this year.

Best regards,

A handwritten signature in black ink that reads "Sandie G. Preiss".

Sandie Preiss  
Vice President, Advocacy and Access  
Arthritis Foundation

A handwritten signature in black ink that reads "Laura Keivel".

Laura Keivel  
Grassroots Advocacy Manager  
Arthritis Foundation

## Let Your Voice Be Heard on Capitol Hill!

[Let your voice be heard on Capitol Hill](#) even if you cannot attend the 2015 Arthritis Foundation Advocacy Summit later this month in Washington, DC. Advocates at the Summit will hand-deliver your letters to your legislators while in DC, so please take time to share with your member of Congress what life with arthritis is like, and urge them to join the Arthritis Caucus. [A draft letter to get you started can be accessed here.](#)

Please include a picture of yourself, along with your full name and address, so that we can match you with your member of Congress. Please send the letter to [advocacy@arthritis.org](mailto:advocacy@arthritis.org) by Wednesday, March 18!

## Next Ambassador Briefing and March Activity

The next Ambassador briefing is **Wednesday, March 11, at 3:00 p.m. Eastern Time**. A New Ambassador Orientation will immediately follow the call. We'll cover the Advocacy Summit and how you can participate, as well as the latest Arthritis Foundation advocacy news. The next Ambassador activity will have a quick turnaround, so we want to present it to you now. We're asking you plus two of your friends, family members, coworkers, etc., to send letters as part of the Virtual Summit. Your letters will be hand-delivered to your representative and senators. [Please click here for instructions on how to write the letter](#) and [please click here for a copy of the letter to get you started](#). **The due date for this activity is March 18th.** Please send all letters and photos to [advocacy@arthritis.org](mailto:advocacy@arthritis.org).

Be sure to report your activity in the [reporting center](#). In your report, please let us know how many people sent letters as a result of your request.

## Social Media and Capitol Hill

Social media is a very effective tool for communicating with legislators. Most members of Congress have a Facebook page and a Twitter handle. Some legislators even have Instagram. Social media gives constituents new and effective ways to interact with legislators. [Check out this article from CQ Roll Call](#), which says that because of social media, staffers see thousands of constituents delivering a similar message, which amplifies the message immensely. The article states that younger staffers who grew up with this sort of media see it as a simple way to have a conversation with constituents, rather than just a one-

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way communication.

The latest Ambassador activity, Welcome Back Congress, has a social media component using the hashtag: #FaceArthritis. By clicking on the hashtag, you can see other Ambassador postings and communicate with the Ambassador community. The hashtag is a quick and easy way to connect with others who share your interest in the same event or issue.

The Arthritis Foundation Advocacy Summit's Virtual Summit will also feature a special hashtag, so you can interact with Summit attendees and legislators. The hashtag for both Twitter and Instagram is: #AdvocateforArthritis. Please check the [Virtual Summit webpage](#) throughout the month of March for updates and ways to get involved.

**Have you successfully interacted with your legislators on social media? Let us know!** Please send your social media success stories to Laura Keivel at [lkeivel@arthritis.org](mailto:lkeivel@arthritis.org). We might use your story in an upcoming edition of the Ambassador Newsletter!

*This is a publication from the Arthritis Foundation Advocacy and Access Department.  
For questions, please contact us at [advocacy@arthritis.org](mailto:advocacy@arthritis.org)*

