

Alzheimer Ambassador Program – Job Description

The **Alzheimer Ambassador Program** is designed to enhance the Alzheimer's Association's federal government relations efforts through personal contact with targeted members of Congress by constituents capable of building relationships with decision-makers and their staff and holding them accountable to their commitments to fighting Alzheimer's.

Alzheimer Ambassadors

Ambassadors are grassroots volunteers selected to serve as the main point of in-district contact for a targeted member of Congress.

Ambassadors play a critical role in helping the Alzheimer's Association meet its federal legislative goals. They work directly with National and chapter staff to implement federal advocacy activities at the community level.

This experience is deeply rewarding and educational. Contributing skills and energy to this important local task will have national implications as we work together to build a world without Alzheimer's.

AMBASSADOR ROLES & RESPONSIBILITIES

I. Establish and maintain relationships with assigned member of Congress and district staff

Ambassadors are responsible for scheduling regular in-district meetings with their member (or staff) to build rapport and request action on the Association's legislative priorities. These meetings are a critical step in strengthening the Association's relationship with your member. They will place as often as five times per year, particularly during congressional district work periods (a.k.a. recess). Ambassadors will be given talking points on key issues and preparation in advance of these activities.

Sample Actions

- Send letter of introduction to assigned elected officials
- Request to be included in district mailings to constituents and to receive notices of local meetings/hearings conducted by member
- Participate in district office visits (four visits minimum per year)
- Attend the annual Public Policy Forum
- Track and attend members' town hall meetings and other open community events

II. Serve as a district media advocacy spokesperson/facilitate media tactics that influence Members of Congress

The media – newspaper, radio, television and Internet – is a critical tool in promoting our advocacy issues. Messages carried by Ambassadors can influence the legislators and the public to support our issues. As an advocacy spokesperson, the Ambassador will build relationships with the local political media in their target area.

Media advocacy training and message points will be provided by the National office. Assistance with media relationship-building may also be provided by chapter staff.

Sample Actions

- Submit letters-to-the-editor to local media
- Participate in media interviews within his/her target area
- Post comments on local media websites

III. Recruit other constituents from within the targeted district to engage in grassroots advocacy efforts

The Ambassador's role is not to do everything, but is often to facilitate the advocacy work of others interested in supporting our priorities. Encouraging others to participate in local advocacy activities demonstrates to members of Congress the diverse faces of Alzheimer's, the needs of the local community and the political power of our advocates.

Sample Actions

- Respond to and share all Federal Action Alerts with others during Association-sponsored activities (Support Groups, Speaker's Bureau, Education and/or Fundraising events) or at work, with neighbors, family and friends, etc.
- Recruit and train additional volunteers to attend at least four in-district visits per year
- Attend at least two Association-sponsored advocacy events per year, including at least two hours as an advocacy recruitment volunteer at a Memory Walk event

IV. Report district activities and outcomes to National Public Policy and Advocacy staff

Ambassadors are a pivotal link in the Association's chain of communication with members of Congress. Reports of real constituent interactions in-district can provide the key to open conversations with and/or compel action by members. Ambassadors will maintain a log of district activities, staff contacts, and member commitments and share data upon request by National staff.

Sample Actions

- Participate in Ambassador trainings and monthly conference calls
- Utilize online congressional report form
- Inform National staff of requests for clarification/information from members and or their staff within 48 hours of contact

TERM & TIME COMMITMENT

Ambassadors must be able to commit to a one year term. Terms are renewable through an annual application process.

Ambassadors should expect to spend at least two hours per month working in this role.