



# State Advocacy Leader



## POSITION DESCRIPTION

### BUILD A GRASSROOTS NETWORK

As the volunteer state advocacy leader, you are in a strong position to recruit new advocates and support the networking activities of existing advocates. Policymakers are more likely to incorporate AMCP's positions into legislation and regulations if a robust network of advocates encourages them to do so. Events such as state legislative days are more effective when they have higher attendance. You will work with AMCP staff to ensure that grassroots advocates in your state are participating in action alerts and advocacy campaigns. This may involve reaching out personally to other advocates and AMCP Affiliates to encourage high engagement levels.

### COORDINATE WITH AMCP STAFF ON ADVOCACY EFFORTS

Grassroots advocacy involves a variety of strategies. You will be expected to participate in digital calls-to-action, such as email or social media campaigns, and attend periodic in-person advocacy events if possible. In some instances, you may also be called upon to submit letters-to-the-editor that support AMCP's policy positions in targeted newspapers, using templates provided by AMCP. Proactive advocacy action is the core of the advocacy leader role, and that requires regular engagement from you and other AMCP advocates. AMCP staff will be available to discuss advocacy opportunities with you and provide any support you may need to fulfill your advocacy leader responsibilities. Finally, you are also required to report any interactions you have with your state officials to AMCP staff through the online [advocacy action report form](#).

### EDUCATE AMCP MEMBERS IN YOUR STATE ON AMCP'S POLICY POSITIONS

As a state advocacy leader, AMCP members will approach you with questions about grassroots advocacy and may ask you to give presentations on the subject to student chapters or during state legislative days. Members may also ask you to give updates on advocacy efforts to AMCP's policy-related thought leadership committees. It is important to thoroughly understand AMCP's policy positions so that you may give accurate information to other members. ["Where We Stand" position statements](#) and AMCP's annual policy priorities are available online. Consistent messaging across states and advocacy campaigns help build AMCP's reputation as an authoritative voice on policy.

### STAY INFORMED ON STATE POLICIES AFFECTING THE PRACTICE OF PHARMACY

State policy is always changing. It is important to be aware of the bills and regulations that are proposed and enacted in your state. AMCP performs legislative tracking on all fifty states and the District of Columbia and is primarily responsible for providing informational materials on important pieces of legislation in your state. As the advocacy leader, you are

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## POSITION **DESCRIPTION** *continued*

expected to familiarize yourself with these materials so that you may educate other state advocates and conduct fully informed discussions with policymakers.

### CULTIVATE LASTING RELATIONSHIPS WITH POLICYMAKERS

Advocacy is most successful when advocates develop and cultivate relationships with their elected officials. Building relationships takes time, so we ask that you commit to a minimum of one year with an annual option to renew. If something occurs mid-year that requires you to step away from the role, AMCP expects you to provide a recommendation for a successor.

This position is open  
only to AMCP Members.

Please ensure that your  
AMCP membership is  
up-to-date.