



Pharmacy Advocacy Leader



FIRST STEPS GUIDE

Thank you for becoming a pharmacy advocacy leader! AMCP appreciates your enthusiasm for promoting public policies that benefit the practice of pharmacy. This document will provide you with some easy first steps you can take to get started with your advocacy leadership.

BECOME FAMILIAR WITH AMCP'S ADVOCACY MATERIALS

Visit AMCP's [Grassroots Advocacy page](#) to find AMCP's educational materials on our policy priorities and position statements. In particular, please familiarize yourself with our tips on advocacy best practices and leave behind materials. The information in these materials will empower you to engage with policymakers and other advocates.

CONNECT WITH YOUR ELECTED OFFICIALS ONLINE

We recommend you subscribe to your Senators' or Representatives' newsletters and follow their social media accounts to stay informed on the issues they are working on and to provide feedback to their offices. This knowledge may provide insight in how to frame AMCP's priority issues to have maximum impact. In some cases, officials may maintain separate social media accounts for their official capacity and their campaigns. Following both is valuable, but the most advocacy value will be found in engaging with their official account. Be sure to enable the constituent badge on Facebook so that your representatives know that you're one of their voters. Access the [Social Media Guide](#) to learn more.

REPORT YOUR ADVOCACY ACTIONS

AMCP tracks all advocacy actions, from formal office meetings to social media posts, performed on its behalf and relies on advocate self-reporting to provide that data. This enables AMCP to identify opportunities or weak spots in its advocacy efforts. Please report your actions through this [online form](#).

REACH OUT TO YOUR AMCP AFFILIATE CHAPTER

If you live in a state represented by an AMCP Affiliate chapter, please reach out to them now. They are an excellent resource for connecting to other AMCP members interested in advocacy. If you are unsure if there is an affiliate in your state, please visit [this webpage](#) for a complete list of AMCP Affiliates and contact information. If you're having difficulty getting in touch with your Affiliate chapter, AMCP staff will assist you.

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