



# Pharmacy Advocacy Leader



## ROADMAP

Pharmacy Advocacy Leaders (PALs) serve two important roles in our advocacy strategy.

PALs are the keystone of AMCP’s grasstops program, tasked with developing relationships with their federal elected officials and their staff. The grasstops program relies on year-round advocacy to ensure that AMCP’s policy agenda is top of mind with key legislators. PALs should reach out to their officials routinely throughout the year by participating in email and call campaigns. They will also follow the District-D.C.-District (3D) rule of thumb to cultivate deeper connections by meeting regularly with the members’ health policy and constituent services staff in both the district offices at home and their Capitol offices in D.C.

PALs will also be a resource for AMCP members in their state who are interested in grassroots advocacy and will be critical in growing our members’ engagement in advocacy campaigns. PALs will share grassroots advocacy campaigns with their networks on social media to amplify AMCP’s marketing efforts. PALs may meet with an AMCP Affiliate’s policy or advocacy committee or an AMCP Student Pharmacist Chapter to share information about our policy agenda and recruit interested members to be PALs.

We recognize that PALs are volunteering their time and energy. The following outline will provide PALs one action they can take each month to help achieve our goals. Most of these actions will be relatively quick and easy to accomplish, though a few will require more effort. In addition to the actions listed below, PALs should participate in monthly advocacy calls.

## PHARMACY ADVOCACY LEADER 12-MONTH ROADMAP

- JAN** Receive training on grasstops advocacy (part of monthly advocacy call).
- FEB** Participate in email campaign. Additionally, reach out to your members’ district office to schedule meeting.
- MAR** Meet with district office staff (in-person preferred).
- APR** Participate in call campaign. Attend new member breakfast at AMCP Annual (optional).
- MAY** Attend AMCP Legislative Days in Washington, D.C. (optional but expected).
- JUN** Meet with AMCP Affiliate policy/advocacy committee (where applicable).
- JUL** Participate in email campaign. Additionally, reach out to your members’ district office to schedule meeting.
- AUG** Meet with district office staff (in-person preferred).
- SEP** Meet with an AMCP Student Pharmacist Chapter.
- OCT** Attend advocacy reception and new member breakfast at AMCP Nexus (optional).
- NOV** Conduct outreach to potential PAL targets.
- DEC** Participate in call campaign.

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