Advocacy Champion Job Description

Creating a LeadingAge Virginia Advocacy Champion is an easy way for your community to join our grassroots network of activists and help us advance policies and laws that will:

- Promote high-quality housing, care, and services across the continuum regardless of consumers' ability to pay. Advocate for sufficient financial resources to provide accessible and affordable high-quality housing, care, and services for aging consumers.
- Promote social accountability as a measure of our aging services members' commitment to its mission, its stakeholders and society.
- Promote the reduction of tax burdens and excessive fees.
- Preserve not-for-profit tax exemptions.
- Promote staffing level flexibility to meet the unique needs of the continuum of aging services.
- Ensure meaningful choices for aging services consumers.
- Enhance the dignity, autonomy, and engagement of aging services consumers.
- Promote the highest quality and the most compassionate care for aging services consumers.
- Encourage and reward innovation, best practices, and excellence.

**Qualifications**

- Visible, vocal, articulate, and connected to community leadership, staff, residents, and resident families.
- Computer Proficient.
Responsibilities of Advocacy Champion

- Review and understand LeadingAge National’s Policy Priorities.

- Develop a “Community Network” that is a network of community leadership, team members, residents, board members, and resident families to participate in LeadingAge Virginia’s state and federal advocacy.

- Some examples of how this can be accomplished is by:
  - Forwarding LeadingAge Virginia advocacy alerts to the community network requesting participants to send a prewritten message to their state and/or federal representatives. These messages include a user-friendly link to access a sample message that can be easily completed with a name and address. This information will allow the message to be prepopulated with the participant’s representative email address and easily sent to the lawmaker’s office.
  - Hosting an in-person or virtual meeting with your state and federal representatives. (It is so important for representatives to be invited to your community and meet residents and leadership, hear concerns, and needs of senior adults, and experience hospitality.) Notify LeadingAge Virginia about the event to obtain the necessary information.

- Staying informed with current issues being raised/addressed by LeadingAge Virginia and sharing that information with your community network.

- Participating in Advocacy Champion virtual meetings, as needed. An advocacy champion meeting may be convened to discuss an advocacy strategy and/or plan related to specific legislative issues.

- Promoting opportunities provided by LeadingAge Virginia to the right persons in your community, such as grant opportunities.

- The Advocacy Champion and members of the community network are encouraged to participate in special events such as the annual LeadingAge Virginia Policy Symposium, and Lobby Day on Capitol Hill. Lobby day is an event that is part of LeadingAge National’s Annual Leadership Summit in Washington, D.C. (Registration is required for The Summit in order to participate in lobby day.)

LeadingAge Virginia will work with advocacy champions to:

- Provide support regarding community network advocacy.
- Provide support and resources for virtual and in-person legislative meetings, including talking points and social media messaging.