

2024 NF ADVOCACY PROGRAM



TIPS & TRICKS FOR CREATING AWARENESS

How to increase awareness and educate others about the 2024 NF Advocacy Program and our fight to request continued federal funding for neurofibromatosis research



LET'S GO

Presented by
NF
Northeast



DURING ADVOCACY

Tips & tricks for increasing awareness of the NF Advocacy Program (and neurofibromatosis!) to use while in D.C. as an advocate:

- A picture is worth a thousand words... make sure to take photos at every step of the journey!
 - **Please send any photos you take as an advocate to Debbie Rinella (Marketing Coordinator) at drinella@nfnetwork.org or 773-484-0217**
- Here are some ideas of when/where to take photos:
 - With your congressperson or staffer after a meeting (Make sure to ask permission to share/tag)
 - Outside of your congressperson's office, next to their nameplate or state flag
 - During any gatherings held during NF Advocacy 2024 - we want to see those selfies and smiles!
 - In front of D.C. landmarks or important buildings, i.e. on the steps of the Capitol, with the Washington Monument in the background, or outside of Congressional office buildings
 - With your fellow advocates - we love group photos! Snap pictures when you reunite with advocacy friends or whenever you run in to another group on the Hill

DURING ADVOCACY CONT.

Tips & tricks for how to increase awareness of neurofibromatosis and the NF Advocacy Program to use while in D.C. as an advocate:

- Post photos after your meetings on social media
 - Best platforms to post on: Facebook, Instagram, and Twitter
 - Make sure to **tag** NF Network in your post
 - NF Network social media handles:
 - Facebook: NeurofibromatosisNetwork
 - Instagram: @nfnetwork
 - Twitter: @nfnetwork
 - Tip: Tag the representative you met with as well!
 - **Use the hashtag #NFAdvocates**
- Use fun emojis in your captions to catch people's attention! Some emoji inspiration:
 - When referencing awareness/NF: ❤️💛💡
 - When referencing advocacy meetings: 🗂️💼🤝🇺🇸🏛️📣



AFTER ADVOCACY

Keep the momentum going by using these suggestions to continue growing support and awareness for the cause:

- Share your personal story/inspiration on social media
 - Explain why continued federal funding of NF research is important to **YOU**
 - Share how NF research has impacted you/your family directly
 - Share a special experience you had during the NF Advocacy Program
 - Use this as an opportunity to revisit the NF Advocacy Program with your friends/coworkers/followers: post it on social media or follow up to your original email to bring your advocacy journey full circle
- Inspire action by sharing how others can continue to urge Congress to provide financial support for NF research
 - Encourage others to reach out to their representatives and demand continued federal funding for NF research
 - Share resources that will make finding representatives and their contact information easy
 - Use this website to find your Congress members:
<https://www.congress.gov/members/find-your-member>

Are you a social media maven who's looking to do even ~more~ than just the basics? Check out a couple more **creative** ideas to get a little more attention on your Advocacy 2024 posts:

- Post a selfie of your outfit of the day (#ootd) each day you're headed to meetings on the Hill
 - Include the hashtag #advocacyOOTD
 - Take a mirror selfie in your hotel or find an advocacy-related backdrop like a government building
- Post a "what's in my bag" picture
 - Have fun with it, but keep it relevant! Show a little personality, while still showing off information about NF and the importance of receiving federal funding for research
 - Grab a photo of your bag and its contents on a table or with a scenic backdrop. Examples of what to include:
 - Your padfolio/folder with resources
 - The resources/materials themselves (ex: brochures, flyers)
 - ***Nothing personal or confidential***
 - Your coffee thermos
 - Sunglasses & accessories
 - Your lanyard
 - Use a creative hashtag or theme!
 - #justadvocacythings #myadvocacybag

