

Advocacy 101

Advocacy makes it possible for people and organizations to influence issues and policies that they care about.



Like our passionate advocates, The Michael J. Fox Foundation (MJFF) is dedicated to finding a cure for Parkinson's and ensuring the development of improved therapies for those living with the disease today.

There are many different ways to advocate. Check out MJFF's advocacy toolkit at michaeljfox.org/advocate-tools or the summary of engagement tactics below. By uniting our collective voices, we can inform policies that have a positive impact on funding, research and support for the Parkinson's community.

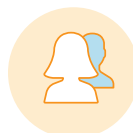
Make sure you're in the know about all things Parkinson's advocacy by signing up to be a part of MJFF's Parkinson's Policy Network at michaeljfox.org/advocacy. You'll receive opportunities to engage when your voice is needed most while also getting access to breaking news, advocacy training and resources and more.

Advocacy Tactics



Building Relationships

- + Keep track of and let MJFF know of any personal relationships with elected and government officials
- + Meet with members of Congress or state lawmakers (in-person or virtually)
- + Provide personal testimony at Congressional or state bill hearings
- + Attend or participate in town halls and issue briefings



Grassroots Engagement

- + Attend an MJFF Hill Day or State Advocacy Day
- + Participate in a digital action campaign through the Parkinson's Policy Network
- + Share your own Parkinson's story with decisionmakers and stakeholders
- + Recruit advocates for Parkinson's Policy Network



Outreach

Traditional Media

- + Write an op-ed or letter to the editor
- + Share your experience in media interviews
- + Tell your story at a press conference or media roundtable

Social Media

- + Post an action campaign to your social networks
- + Thank or ask your members of Congress and state legislators to support a policy issue or cosponsor a bill
- + Share your story via a short video



For assistance in putting together your own advocacy engagements, reach out to MJFF's Advocacy team by emailing policy@michaeljfox.org.