



## Field Ambassador Expectations

1. Demonstrate knowledge of AFSP mission, vision, and values.
2. Complete monthly assignments from the Public Policy Team.
3. Volunteer actively with your local AFSP Chapter, to include, at a minimum, active participation as a member of your Chapter's Advocacy/Public Policy Committee.
  - a. Attend the majority (at least 75%) of all committee meetings each year.
  - b. If you cannot attend committee meetings in person or via phone/electronically, connect with your committee chair afterward to learn what was missed.
  - c. Keep your committee chair apprised of your progress on monthly assignments/your chapter advocacy plan.
4. Read and follow the Field Ambassador communication protocol (see attached) re: attending meetings, stating AFSP positions, and testifying.
5. Maintain regular communication with your own elected officials:
  - a. Subscribe to newsletters/follow them on social media.
  - b. Hold at least 2 in-person meetings with them outside of the Advocacy Forum/State Capitol Day events, per year. These extra meetings can be held in district offices (i.e. close to your home), particularly for those who live a great distance from your state capital.
  - c. Attend at least 1 town hall/public forum where they are present, per year.
6. Communicate respectfully and professionally with public officials, community partners, and fellow AFSP volunteers at all times, whether you are in person, on the phone, or writing over email/social media. Respect differences in opinion and political views, and use those differences as opportunities for constructive dialogue and learning. Understand that you are an extension of the AFSP Public Policy Team when acting as a Field Ambassador and that your words and actions contribute to AFSP's year-round advocacy presence with elected officials at all levels of government.
7. Understand the differences between your own personal political views, and those of AFSP as an organization. Be clear when communicating with others which view you are representing.
8. Avoid partisan politics. Understand that AFSP is a 501(c)(3) organization, and that as an AFSP representative, you may not endorse or oppose candidates for office or favor one party over another.
9. Participate in webinars offered by the Public Policy Team at least 3 times per year. If you cannot participate in real time, watch the recording.
10. Recruit at least 1 additional Field Ambassador, and at least 10 additional Field Advocates, per year to AFSP's advocacy network.



## Field Ambassador Communication Protocol

Your **Public Policy Team** includes:

Director of State Policy & Grassroots Advocacy: **Nicole Gibson**, [ngibson@afsp.org](mailto:ngibson@afsp.org), (202) 449-3600 ext. 105

Manager of Federal Policy: **Trevor Summerfield**, [tsummerfield@afsp.org](mailto:tsummerfield@afsp.org), (202) 449-3600 ext. 102

Vice President of Public Policy: **John Madigan**, [jmadigan@afsp.org](mailto:jmadigan@afsp.org), (202) 449-3600 ext. 103

Public Policy Coordinator: **Liz Colavecchio**, [ecolavecchio@afsp.org](mailto:ecolavecchio@afsp.org), (202) 449-3600 ext. 101

1. The Director of State Policy & Grassroots Advocacy and your Advocacy/Public Policy Committee Chairperson should be **notified in advance** of the following, as soon as invitations are received and prior to confirming any arrangements:
  - a. Attendance at legislative hearings, using your AFSP affiliation
  - b. Opportunities to testify at hearings or other public meetings, using your AFSP affiliation
  - c. Meetings with legislators and other elected officials, using your AFSP affiliation

This advanced notice will allow your Public Policy Team to provide any guidance/supplementary materials in advance and notify you of any recent/pertinent public policy developments. It will also allow your Committee Chair to provide you with any Chapter information they'd like you to share.

2. **Prior approval** needs to be obtained from the Director of State Policy & Grassroots Advocacy (or if unavailable, another member of the Public Policy Team) before a Field Ambassador may:
  - a. State an official AFSP position on a policy/legislative issue
  - b. Sign or submit letters to legislators and other elected officials, using your AFSP affiliation [this does not apply when responding to an action alert sent by the Public Policy Team]
  - c. Submit a letter to the editor or op-ed to local or national news media, using your AFSP affiliation [this does not apply when responding to an action alert sent by the Public Policy Team]
  - d. Submit written testimony, using your AFSP affiliation
  - e. Deliver verbal testimony, using your AFSP affiliation
  - f. Represent AFSP's public policy views during a TV/radio interview

Prior approval is necessary to ensure that AFSP's position on legislation and regulatory matters is accurately represented.