

HOW-TO GUIDE

# CHAPTER ADVOCACY

# How to Promote Chapter Advocacy





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This how-to guide provides tips and resources to plan chapter advocacy events that best suits the needs of your chapter and includes innovative ways to take traditional advocacy engagement virtual.

For complete information about ASDA's advocacy efforts, key legislative priorities, resources and ways to get involved, please visit [ASDA's website](#).



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## Tips for Virtual Events

Sometimes, in-person events or meetings are not possible. However, there are a few key benefits to hosting events virtually. Throughout this guide, you will see this symbol: to keep in mind when planning virtual events.



Some general benefits and suggestions for hosting virtual events include:

- **Boost attendance** – virtual platforms allow you to attend the event from wherever you are. No need to rush over from clinic, students now have the ability to “attend” wherever it is most convenient.
- **Share content across the country** – sharing the registration link with other chapters or districts enables idea-sharing that may not come with in-person events.
- **Re-use and re-purpose content** – record your content to share with members unable to attend, so they can access the information on-demand. Re-purpose the information into educational videos or permanent resources for members.

### Platforms

Determine the platform that’s best for your chapter’s needs. Some virtual platforms include: [Zoom](#), [Google Hangouts](#) and [GoToWebinar](#).

### Maintain engagement

- To avoid “Zoom fatigue” and encourage attendance, consider offering a prize, gift card or other incentive to a random attendee.
- Try to limit sessions to an hour or 90 minutes. If a longer event is needed, consider a 10-15 minute break.
- Encourage attendees to turn on their camera, if possible. This creates a more personal group feeling.
- Encourage attendees to discuss via the chat box for comments or questions. Be sure to address their comments or questions to validate their engagement.



## Lunch & Learns and Advocacy Academies

Lunch & learns are often a first step to introducing your chapter to a specific advocacy issue. In some chapters, they are referred to as “Pizza and Politics.” It’s best to educate your members about a current issue that is specific to your chapter or state, such as licensure, midlevel providers, student debt, and health care reform or non-covered services. It is ideal to focus on only one topic to ensure the issue is thoroughly covered. If you want to cover multiple topics, consider extending your event over several days and cover a different issue each day. The steps to secure speakers and promote the event are the same. See Step 8 for additional information on advocacy academies.

1. **Choose a topic.** If you are unsure of which topic to choose, reach out to the Council on Advocacy at [advocacy@asdanet.org](mailto:advocacy@asdanet.org). Council members can help you identify a topic that works best for your audience. Possible topics include:

- [Dental licensure and COVID-19 licensure reform](#)
- [Midlevel providers](#)
- [ASDA Action](#)
- [Student debt](#)
- [Barriers to care](#) and/or Medicaid
- [Vaccinations](#)
- [Vaping](#)



2. **Get approval from your administration.**

- Some chapters or schools have policies regarding events on campus, so you will need to comply with such policies.
- Be prepared to share a timeframe for the event, the goal of the presentation, expected attendance and whether an outside speaker will be used.
- If the speaker plans to use a PowerPoint presentation, you may want to share that with the administration as well.

**Virtual tip:** Check with your administration on policies for virtual events.

3. **Choose a date and location.**

- Some schools offer free or low-cost public space for use by student groups but your options may be limited the closer you get to your event.
- Select a centrally located room with enough space to accommodate attendees.
- Pick a date at least one month in advance so you have sufficient time to secure a speaker and notify your members.

**Virtual tip:** There are numerous platforms to host virtual lunch and learn events. See if your school offers subscriptions to these platforms, which may allow you to host longer meetings with more attendees. Your chapter can also record the lunch and learn and put it on your chapter website, or email it to members, to make the presentation available on-demand.

4. **Secure funding.**

- Funding for the meal or the speaker (if needed) can come from different sources, such as your chapter, the state dental association or the local dental society.



- If you are co-hosting the lunch & learn with an ADPAC event, you may be eligible for a \$250 reimbursement for food. Login to MyASDA on the [ADPAC webpage](#) to download the lunch and learn reimbursement form under ADPAC Resources.
- You can also plan a “brown bag” event where students bring their own lunch. However, “brown bag” events tend to draw in less people, as a complimentary lunch incentivizes attendance.
- Refer to ASDA’s [Fundraising and Sponsorship how-to guide](#) for additional information.



**Virtual tip:** If hosting a virtual event, your chapter may want to incentivize attendees with a raffle for a gift card to a local lunch spot or coffee shop.

**5. Select a speaker.**

- Your school’s administration may have connections to the state dental association leaders and staff who are most informed about the issues.
- You can also contact your state association’s government affairs, advocacy and/or policy departments and work with them directly to identify a speaker.
- Be clear on your topic, the goals for their presentation and the necessary time commitment.
- Reach out to your speaker(s) at least a month in advance to confirm their availability and to give them enough time to prepare their presentation.
- Ensure the speaker presents an unbiased and objective review of the material.
- If they plan a PowerPoint presentation, confirm you have the technology capabilities to accommodate them.

**6. Promote the event.**

- Use email, your chapter website or newsletter, printed fliers and social media to publicize the event.
- Invite your administration to the event and ask them to share information across different classes to help increase attendance.
- On the day of the event, it is also helpful to assign one individual to remind students of the event.





**7. Finalize the details.**

- Order lunch 3-5 days in advance and confirm your order leading up to the event
- Give your contact information (email and phone number) to the speaker(s) and confirm the place and time to meet.
- Ask the speaker to join the call a few minutes early so you can check audio and video connection.
- Ask for a biography that will help you introduce them.
- After their presentation, thank them for taking the time to inform your chapter on the issue. Follow up with a thank you note.



**Virtual tip:** If your chapter is hosting a virtual event, be sure to send the link for the presentation.

**8. Extend your programming into an Advocacy Academy.**

- Consider extending your advocacy content for a few days or weekend-long event.
- Contact your state dental association for assistance with funding, location, content, or speakers.
- Set up a registration process using simple and free resources, such as [Survey Monkey](#). Even if you are not charging a registration fee, it is important to know how many attendees to expect, as it will impact food, transportation, handouts, space, etc.





## Social Events with an Advocacy Twist

**Determine your chapter's ability to hold in-person or virtual advocacy social.** Consult with your school's administration on the University's policy on holding in-person events. If regulations are in place preventing in-person gatherings, please follow the how-to-guide for hosting virtual events.

The goal of social events with an advocacy twist (either virtual or in-person) is to attract members with an exciting social event, and then incorporate approachable and

digestible advocacy information, requests to take action or ways to get involved. Incorporating advocacy into standard programming may boost advocacy involvement and educate members on its importance.



### Virtual Events

#### 1. Determine what virtual platform your institution offers.

- Different institutions offer a wide variety of virtual meeting platforms including but not limited to Zoom, Google Hangouts, and GoToMeeting.
- Be sure to look into the specific features and capabilities of each platform. Consider doing a trial run of the platform before hosting the event.

#### 2. Consider what types of community members you'd like to invite.

- Lawmakers at a variety of levels of government are great individuals to reach out to participate. Representatives enjoy connecting with their constituents and hearing from key community members - such as the dental profession.
- Consider inviting members from your state dental association - as they often have established connections within the state your chapter is located.

#### 3. Creation of an interactive and engaging environment.

- Be sure to have a game plan for how you want the virtual event to run.
- Create time for natural flexibility and organic engagement as well.
- Utilization of platform breakout features is a great way of creating more intimate socializations.
- Games and team dynamics are fun ways of breaking the ice and bring people together. Consider the following ideas:
  - Virtual Escape Rooms
  - Virtual Trivia Game
  - Cooking Demonstration





- Virtual Fitness Courses
- Consider the ability to send 'care packages' to participants to bring physical interactions into the virtual environment.

**4. Allow for the conversations on key advocacy issues and dialogues but try not to make that the focus of the meeting.**

- Be sure to allow for important advocacy conversations but remember that social events are places to build your chapter and personal network.
- Keep in mind you want to develop a relationship that allows for efficient and productive work on future issues.
- Facilitate engaging topics everyone has in common and try to get to know community partners outside of purely a business relationship.



**In-Person Events**

In-person advocacy socials are great ways to foster meaningful relationships between ASDA chapters and community partners. These events are a wonderful opportunity for dental students to engage in important conversations both inside and outside the dental field. Events such as ASDA's Red, White, and Brew is a prime example of how in-personal networking and socialization can bring people together.

**1. Determine a date and location.**

- Consider places such as craft breweries or other interactive social meeting places to conduct your event. Determine a date and time that is convenient for both students and the advocacy partners you would like to invite.
- Consider travel times, parking, and common meal times when planning your event. You want the event to be at the most convenient and desirable time for your members and your community partners.

**2. Work with your venue ahead of time.**

- Speak with the event venue representative about reserving space and staff to ensure the event goes smoothly day-of.
- Contact your venue at least two weeks prior to your event.
- Give them the best estimate for how many individuals you expect and any additional needs you will require.

**3. Determine how you want to organize costs and attendance.**

- Having members pre-register and paying for the event upfront could be the most effective plan.
- Consider purchasing drink tickets and working with venue staff on how they can best serve your needs.

**4. Create opportunities for conversations.**

- Small icebreakers or interactive games are always great ways to break the ice and encourage conversations.

**5. Follow-up.**

- Be sure to follow up with community partners after the completion of the social. A well written thank-you note can go a long way.



## Hosting a Student Debate

From the implementation of midlevel providers to direct-to-consumer orthodontics, there are hotly debated topics in the field of dentistry. In order to further educate your classmates on the ins and outs of dental hot topics, your chapter may decide to host a debate. Should your chapter leadership deem a debate necessary, national ASDA has compiled some recommendations on how to best approach this task.



First and foremost, approach debates with caution. The debate should remain unbiased. A poorly organized debate may provide an unbalanced platform for a particular side, thus distracting from the event's efficacy. Please strive to avoid this.



**Virtual Tip:** Dental debates can also easily be moved to a virtual format. Review key steps to virtual events on Page 3 of this guide.

Here are some suggestions and strategies that may be employed in holding a successful student debate:

**1. Use students for the debate:**

- A debate held exclusively among students will force the student body to research both sides and understand the issues involved.

**2. Articulate the purpose of the debate:**

- Clearly define the objective of the debate.
- The debate should serve to better prepare students to speak with stakeholders.
- Stakeholders may include legislators, proponents and opponents of the issue.
- The debate should articulate ASDA's policy on certain topics, but should not serve as a platform to slander legislation.
- Hot Topics to Debate (\*Last updated August 2020)
  - Should Dentists be licensed to recommend (or prescribe) medical marijuana?
  - Should Dentists expand their scope of practice to include routine vaccine administration?
  - Should critical or preventative dental care be included as an Essential Health Benefit under the Affordable Care Act?

**3. Help your classmates understand the issue:**

- Your national leadership, regional ASDA leadership and your state dental association can help you acquire relevant materials and answer any questions you may have.

**4. Thoroughly discuss solutions to the issue:**

- These are often complex issues.
- Research the proposed (and/or implemented) solutions and educate your classmates on the advantages of each side.



**5. Consider sponsors carefully:**

- If sponsors are necessary, ensure that the sponsor does not have any incentive to influence the debate.

Reach out to your ASDA leaders when planning an informational session or debates. The Council on Advocacy is here to help guide you through these processes. The council also possesses a variety of documents and presentations that may expedite your research.





## Hosting a Voter Registration Drive

### 1. Reach out to your administration.

- Many dental school administrations also have an interest in promoting voter registration.
- They may be willing to provide you with resources. If your school is part of a larger university system, there is also a good chance that the administration there is also interested, especially if there is a department/school of public policy or student government on the campus.
- Some examples from past chapters include:
  - General guidance and advice from people experienced in holding voter registration drives (or putting you in contact with such individuals)
  - Financial assistance for mailing absentee ballots or social media incentives, pre-made materials for the event
  - Allotting time during mandatory class to encourage voter registration.

### 2. Consider incorporating an existing platform.

- You don't have to start from scratch! There are a few great free resources available to help support voter registration drives. Here are two we **highly** recommend:
- Rock the Vote will send you their voter registration drive toolkit if you sign up on their website: <https://www.rockthevote.org/get-involved/help-register-voters/>
- TurboVote is a streamlined system that makes it easy to register to vote and keep up with elections. Anyone who signs up gets specific instructions for whichever state they live in as well as optional text and email updates for elections in which they can vote. This can be used both during an in-person drive as the means for people to sign up or during an online voter registration drive.  
<https://turbovote.org/>



### 3. Don't do it all yourself.

- This can be a big undertaking for one person! It's very likely that there are other people in your school also passionate about voter registration, and bringing them on to this project with the right information and training can not only make your job much more manageable, but also lead to more of your school getting excited to register to vote.
- If your ASDA chapter has a Legislative/Advocacy Committee, make the best use of that group and delegate appropriately.
- One possible delegation strategy is to find one (or more depending on your school's class size) member from each class year to help out and specifically focus on strategies that they think will work best for their specific class year.

### 4. Consider incentives.

- Some schools have found that incentivizing their members helps boost their registration events.





- Example: Have students email their proof of registration entered into a raffle for a basic model iPad, a gift card, or a free pair of loupes (which could be donated by the loupes company). If you're structuring your delegation efforts around members from each class year helping out in the event, you can have a prize for whichever class year gets the highest number of registrations (refer to Idea #7) There is a lot of room for creativity here!



#### 5. Take advantage of a captive audience.

- If you're able to, having the attention of classmates that have to be there anyway can be very useful for getting registrants.
- Example: getting 10 minutes of class time during a mandatory class (after having let your professor know ahead of time), setting up a booth at the entryway of your cafeteria or other high-traffic area, or tabling at social events.

#### 6. Reach out to your National Council on Advocacy Legislative Coordinator (LC).

- Especially if this is your first time holding a voter registration drive, getting in contact with chapters that have had success with this in the past can be very valuable!
- Feel free to reach out to your LC, they will be able to connect you with chapter leaders who have had good results with voter registration.
- If you don't know [who your LC is](#), your [district trustee](#) will help you find their contact information.



#### 7. Virtual Tip

- If you are unable to host a voter registration on campus due to the COVID-19 environment, consider a social media challenge.
- Every person that registers to vote could post on social media using a chapter-selected hashtag.
- Each person that uses the hashtag could be entered into a raffle to receive a prize or each person that uses the hashtag could receive a small incentive (such as a point if you use an Attendance Point System).
- You could also consider a competition between classes. Whichever class gets the most people to register to vote wins a prize.





## State Lobby Days

Participating in a state dental association lobby day can expose your chapter to the legislative process and introduce members to organized dentistry. Many, if not all, state dental associations organize some form of a state lobby day and generally welcome the participation of dental students. Visit your state dental association website for details on their upcoming events. If your state association does not hold a state lobby day or does not allow student participation, organize your own. If you are planning your own, be sure to speak with your legislative coordinator to help plan the event.

### 1. Confirm the date.

- Find out when your state dental association is holding its lobby day event and confirm if students are invited to participate. These tend to take place in the middle of the legislation session (generally February – April).
- Work with your administration to arrange for time out of school.
- Make contact with the appropriate staffer to plan logistics, such as the policy regarding student involvement, costs, travel logistics, preparation.
- If you have multiple dental schools in your state, connect with their chapter leaders and plan joint participation.
- If you are planning a separate event, research when your state legislature is in session and determine an ideal time to lobby.
- Confirm dates with each class in your chapter as well any other participating chapters to ensure no exams are taking place at that time.
- Be certain you know exactly how many people plan to participate so you can organize them into smaller groups for appointments (about five people per group is ideal).



### 2. Secure funding

- You may want to consider utilizing the same funding resources you used when planning a lunch and learn or advocacy academy, noted earlier in this guide.

### 3. Set up a registration process

- Simple and free resources, such as [Survey Monkey](#) and [Google Forms](#), can be used to set up your registration.
- Even if you are not charging a registration fee, it is important to know how many attendees to expect, as it will impact how you schedule appointments, transportation needs or amount of materials needed.
- If you were unable to secure enough funding, charging a modest registration fee could help offset your costs.
- If a registration fee is needed, work with your chapter leadership and/or treasurer to determine the individual fee and logistics for collection.





#### **4. Prepare your legislative agenda.**

- If you are participating in a state dental association lobby day, they will likely prepare the agenda for all attendees.
- If you are planning your own lobby day event, talk to your administration about issues that affect dental students.
- ASDA maintains content on state-level issues that can guide your agenda, such as:
  - [Dental licensure](#)
  - [Midlevel providers](#)
  - [Barriers to care](#) and/or Medicaid

You should also contact the state dental association for guidance. This will ensure a unified message from dentists and dental students alike.

#### **5. Get informed.**

- If you are participating in the state dental association event, be sure your attendees participate in any training prior to the event.
- If you are planning your own, organize a training session, or advocacy academy, in order to develop strategy and to prepare the students on the issues, the legislative process and how to lobby.
- State dental association policies do not always coincide with ASDA policies. If you are using ASDA's name for the event, make sure the issues you are lobbying are in line with ASDA policies.

#### **6. Schedule your appointments.**

- If you are participating in a state dental association lobby day, the organization will likely provide guidelines for scheduling appointments.
- If you are planning your own event, it is important to start the scheduling process early, as lawmakers' schedules fill up quickly.
- Scheduling your appointments up to six weeks in advance is recommended.
- Research your home constituent representative or which legislator represents the district where your dental school is located.
- Both state and federal lawmakers can be found via the "find politicians" function on [ASDA Action](#).
- If you are lobbying for a specific bill, research which committee will be debating the legislation and contact a committee member for an appointment.
- Call the legislators' offices and ask to speak with their scheduler. Identify who you are, how many people will be in your group, and provide a brief description of the issue(s) you would like to discuss.

#### **7. Prepare your materials.**

- This includes an overview of each issue or bill you are lobbying, talking points, leave-behind materials and a map.
- If you are participating in a state dental association event, these materials should be provided to you.



**8. Follow-up.**

- Establishing a relationship with a lawmaker is critical.
- After the meeting, be sure to follow up with any requested information and a thank you note.
- This will provide an opportunity to connect with them in the future.
- You can invite them to visit your chapter in the future.

**9. Document your participation.**

- Photos of your meeting with lawmakers are a great addition to your chapter website or social media pages.
- Write a summary of the event for your newsletter or blog, to inform members who couldn't attend.



## Hosting a Legislator

Inviting a legislator to your chapter provides an opportunity for dental students to build rapport with lawmakers and ensure they are aware of the issues facing dental students. This event can vary from a formal address to students and faculty to an informal Q&A with a handful of individuals. A tour of the school and a meeting with someone in the administration at your school will round out the event and showcase all your school does to the legislator.

How to host a legislator:

### 1. Get approval from your administration.

- Like other events, this will likely require an approval process and you will need to ensure you have covered all necessary steps before contacting a lawmaker.
- If you would like, ask your administration if you can offer a tour and a meeting with a Dean or other administrator to the lawmaker.



**Virtual Tip:** If planning this event virtually, still get approval from administration and invite them to the virtual session. A virtual meet and greet could be scheduled prior to the main session, if administration and the lawmaker would like one.

### 2. Identify which lawmaker(s) you want to visit your chapter.

- A federal lawmaker might draw a larger audience, but their schedules are rigid.
- When Congress is in session, legislators spend most of their time in Washington.
- Allow at least two months for scheduling to ensure the member is available.
- Many of the issues that directly impact dental students take place on the state level and since they are more local, a state lawmaker might be the best option.
- If you determine you want to invite a federal lawmaker, ensure that you only invite either the individual representing the congressional district in which your dental school is located or one of your two U.S. Senators.
- If you invite a state lawmaker, researching committee membership might help determine who would be a strategic invitation.
- Many healthcare providers, including dentists, serve at both the state and federal levels and may be good options to invite to speak at your school.



**Virtual Tip:** A positive to hosting a legislator virtually is that they will not need to take off work to travel to your school, potentially making it easier to schedule your state or even federal lawmaker.

### 3. Determine the event type.

- If your goal is to introduce the school to the lawmaker, then a formal address will allow the lawmaker to craft their presentation to best illustrate what they are doing on behalf of the school.
- If there is a specific issue the students/faculty are interested in, a presentation followed by a short Q&A or a town hall event would offer a Q&A approach where questions can be addressed directly.
- In recent years, town hall events have developed a reputation for disorder, therefore some lawmakers may be hesitant to participate.



- If your chapter wants to plan a town hall meeting, you will need to meticulously plan the event to ensure an orderly Q&A session.
- This includes a moderator, pre-drafted questions and maximum amount of speaking time.
- It is best practice to be flexible and ask what style of event they prefer.
- Occasionally, the most effective event is an informal meeting with a few students over coffee to discuss the issues and a brief tour of the school.



**Virtual Tip:** A virtual platform will still allow for all of these event types and lead to a successful event. Make sure the virtual platform you choose allows some sort of Q&A, whether that be with a chat box, microphone, or camera. When choosing a virtual platform, consider if participants should have the option to have cameras and microphones on. The lawmaker may want to be able to see participants as to not be speaking to a blank screen. This could also add a more personal feel for a small group meeting or discussion with the lawmaker.

#### 4. Set a date and location.

- Similar to an advocacy academy, the ideal location is an on-campus lecture hall.
- Speak to your administration regarding logistics. Some universities do not allow political events on campus, therefore it is critical to promote this event as informational and be clear it is not a fundraiser or political rally.
- Elected *officials*, not *political candidates*, should be invited. Establish a few potential dates to accommodate the lawmaker's schedule.

#### 5. Contact the lawmaker.

- Call the office and speak to their scheduler about the event.
- Be clear about who you are and the goals of the event but allow them to make the choice on event type.
- The planning of this event could take a few weeks and working with the legislator's office could be an ongoing task.
- If the chapter plans to recognize the lawmaker for any specific effort on behalf of the school, notify the scheduler of this in advance.
- Invite the lawmaker to bring along staff and/or a photographer.
- Offer the lawmaker a tour of the school and to meet with administration, if your school has approved.

#### 6. Set up a registration process.

- Simple and free resources, such as [Survey Monkey](#), can be used to set up your registration.
- Even if you are not charging a registration fee, it is important to know how many attendees to expect, as it will impact how much food to order, transportation needs, how many handouts are needed, if the reserved space is enough or too much and helpful for preparing the legislator for their presentation.
- If you were unable to secure enough funding, charging a modest registration fee could help address your costs.
- If a registration fee is needed, work with your chapter leadership and/or treasurer to determine the individual fee and logistics for collection.

#### 7. Event preparation.

- If this is an address, be sure the lawmaker understands the audience and their concerns.



- Preparing a few students or faculty members with pre-drafted questions after the address is best practice, but be sure the lawmaker is prepared to answer questions.
- If you hold a town hall meeting, identify a moderator (preferably a faculty member) and pre-approve all questions.
- The parameters of the event should be clear to all those in attendance.
- Be the point of contact for the lawmaker. Provide all of your contact information (email, phone number) with the scheduler and confirm the place and time to meet. Request an official biography to develop their introduction.



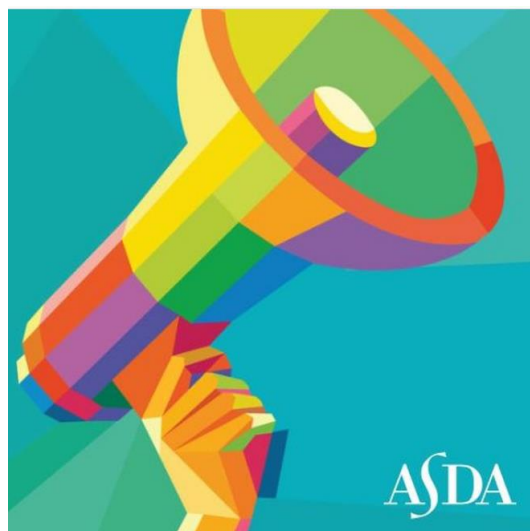
**Virtual Tip:** For a virtual event, it may be beneficial to incentivize attendance with a raffle or gift card. For more information on planning a virtual lunch and learn, revisit the Lunch and Learns section of the How-To Guide.

#### 8. Promote the event.

- A lawmaker visiting your chapter is a significant event.
- Be sure to promote the event through all media available, such as email, social media, YouTube, on-campus media (campus newspapers, radio, etc.).
- Make a flyer to distribute, even via email, to get student's attention.
- If the event is exclusively for dental students and faculty, be sure that is clear.
- Registration is critical, as you will need to know how many attendees to expect.
- You should invite representatives from your state dental association to attend as well.

#### 9. Thank your speakers.

- Publically thank him or her after the session, then follow up with a thank you letter on behalf of the chapter.
- There are varying restrictions on sending gifts to legislators.
- A list of restrictions per state can be found via the [National Conference of State Legislatures](#) website.





## ADPAC Events



The American Dental Political Action Committee (ADPAC) is the bipartisan legislative arm of the American Dental Association. ADPAC gives a political voice to thousands of dentists and dental students who care deeply about their patients and their profession. Chapters often organize ADPAC events such as drives or lunch and learns in order to inform students of the importance of a strong political action committee and participating in advocacy. ASDA appoints an ADPAC student director who serves as the dental student voice on the ADPAC Board of Directors. ASDA's [ADPAC page](#) provides more information and downloadable resources for planning an ADPAC event. Email [advocacy@asdanet.org](mailto:advocacy@asdanet.org) with any additional questions you may have about planning the event.

How to host an ADPAC event:

### 1. Set a date and location:

- A lecture hall that allows for a PowerPoint presentation is ideal.
- Your administration should approve the event prior to any planning.
- The ADPAC student director is also available to help plan an event.



**Virtual Tip:** Conducting a virtual event gives you the ability to share the PowerPoint presentation without accessibility concerns. Note that your school administration should still be made aware of all virtual events.

### 2. Contact ADPAC

- You can reach them at 202-898-2400 at least five weeks before your event.
- ADPAC will send you sign-up forms, ADPAC FAQs, sample publicity fliers and the ADPAC Lunch & Learn PowerPoint presentation.

### 3. Partnership:

- Looking to leverage the true power of organized dentistry? Reach out to your local and state dental associations. Can they match your local chapter's donation? Can they provide lunch to encourage students to engage in the drive? Can they provide speakers for an event?

### 4. Plan the presentation and event:

- ADPAC will reimburse up to \$250 for food, so be certain to save receipts.
- Invite a speaker as early as possible.
- Speaker suggestions include: a representative from your state dental society (president, executive director or lobbyist), an ADPAC board member, an ADA Action Team Leader, or an authority on dental health policy to speak on specific legislative issues.



**Virtual Tip:** Take advantage of holding virtual events by choosing a speaker who is not near your physical location! Given distance, it is likely this speaker may not have spoken to your chapter in the past.





## 5. Plan the ADPAC drive:

- Set up a table and have a few informed ADPAC student members to staff the drive.
- Since you are soliciting political contributions, there are specific regulations you are required to follow:
  - Your ASDA chapter cannot sponsor ADPAC memberships. Every student must fill out the sign-up form independently, and company and business funds cannot be accepted (e.g. no corporate credit cards).
  - When you hold an ADPAC Lunch & Learn or ADPAC Drive, under federal election law you are doing so as an ADA student member, not as an ASDA member.
- **Virtual Tip:** If you are unable to set up a table due to social distancing policies, consider choosing an “unmanned” location that is easily accessible to all chapter members. For instance, if there is a Student Lounge near your clinic, this could be the ideal location to have chapter members stop by at their own time and pick up ADPAC resources.
- If you are holding an ADPAC Drive during an ASDA event, you must use the following statements prior to ADPAC business and immediately following:



### **Opening Statement:**

*“To comply with all federal and state election laws, we will be temporarily suspending ASDA business and acting solely as ADA student members to discuss items regarding the American Dental Political Action Committee. It is to be noted that ASDA is not facilitating any financial relationship or contribution to ADPAC. Any solicited financial contribution and/or collection is on behalf of ADA student members and not ASDA.”*

### **Closing Statement:**

*“This concludes ADPAC business as conducted by ADA student members. We now reconvene ASDA business.”*

- Because neither ASDA nor its chapters can contribute to ADPAC, all cash contributions must be collected by the ADPAC drive organizer and contributed in a single, personal check. ADPAC contributions may not come from ASDA chapter bank accounts. Be sure to include a list of all individuals who contributed cash.
- All contributions and records must be received by the ADPAC office within 30 days. They must otherwise be returned to the original contributor.

## 6. After the ADPAC Drive

- Students who signed up for ADPAC will receive lapel pins.
- Email ASDA staff to request pins for new members.
- Please include a spreadsheet of the members that joined in your email.



## Introducing ASDA Action to Your Chapter

[asdanet.org/ASDAaction](http://asdanet.org/ASDAaction)

ASDA Action is ASDA's brand new and improved grassroots advocacy platform. Previously, the system ASDA used was called Engage. We are excited that ASDA Action maintains all the same features of Engage, plus new features like text alerts.



**Chapter leaders should make members aware of how to access and utilize this invaluable resource:**

- 1. Designate an ASDA Action chairperson.** A member or team of your chapter's legislative committee should be designated to handle chapter ASDA Action competitions or registration drives.
- 2. Set a date and location to introduce ASDA Action at the start of the school year.** A lecture hall that allows for an internet/computer presentation is ideal. You can do this is a stand-alone Lunch and Learn or at your monthly chapter meeting.
  - Access ASDA Action at [ASDAnet.org/ASDAaction](http://ASDAnet.org/ASDAaction)
  - Give a virtual tour to your audience
    - Review the tabs along the top, including signing up for text alerts, signing federal campaigns, review bills, and election tools like register to vote and look up candidates.
  - Submit a letter to your legislators in real time
    - Select Federal Campaigns from the top ribbon.
    - Enter your personal information to auto-populate your legislators.
    - Review the summary to act as guidelines in editing the message to include a personal story.
  - Encourage students submit a letter in real time with you.
    - Inform students to use both their school and home addresses, as the legislators being contacted are determined by zip code.
    - Make sure students are selecting which dental school they attend, for tracking purposes.
- 3. Alert members when new Action Items become available.** Students will receive notification from ASDA Action (via national ASDA) when there is new legislation to take action on.
  - Educate yourself on the issue so you may answer any questions that may be asked of you.
  - Post messages on social media and your chapter website to increase awareness and encourage participation.
  - Personally ask colleagues to send letters to legislators.
  - Host an "ASDA Action Letter Writing" luncheon when action is needed.
  - Set aside "ASDA Action Letter Writing" time at monthly meeting.



## Share your advocacy event

For a chance to be featured in ASDA's monthly advocacy publication, [Advocacy Brief](#), please [complete this form](#).

