Role Description: Advocacy Ambassador

United to Beat Malaria's Advocacy Ambassadors are the "in-state" wing of our national grassroots advocacy strategy. They are responsible for taking regular advocacy actions and mobilizing grassroots supporters in their communities to take action for the campaign. United to Beat Malaria is looking for individuals committed to advocating for equity within the global health space. By advocating for malaria, participants will gain greater insight into the operations and impact of the Global Fund to Fight AIDS, Tuberculosis, and Malaria; The President's Malaria Initiative. Students will learn how investments in these programs impact global health systems strengthening, as well as global health security. Additionally, participants will gain greater insight into the cross-sectional relationship between malaria and the military, in-country economic development, climate change, environmental health, and more.

Participants will prepare to utilize this knowledge as they engage Members of Congress during key moments throughout the year. Students with interests in policy, government, global health, vector-borne diseases, and climate change are encouraged to join this global effort alongside the United Nations Foundation, Global Fund to Fight AIDS, Tuberculosis, and Malaria; The President's Malaria Initiative.

Program Expectations/Responsibilities

- Advocacy Ambassadors will participate in our Fall virtual Advocacy Day in September (September 5th through 19th, depending on your state)
- Advocacy Ambassadors will be tasked with engaging in one advocacy action per semester (or two per year). Eligible actions include:
    - Organizing an In-District Meeting with a Member of Congress
    - Publishing an op-ed or Letter to the Editor on the importance of U.S. leadership in the fight against malaria
    - Giving a presentation about the campaign in class or to a student organization to collect petitions and Champion sign-ups
    - Tabling on campus to collect petitions and Champion sign-ups
    - Making phone calls to each of your Members of Congress (3 calls total)
    - We are open to your creative ideas for your advocacy projects as long as they support the mission and objectives of our grassroots campaign
- Advocacy Ambassadors will be responsible for working with United to Beat Malaria staff to plan their semesterly action and tracking their actions using our Self-Tracking Action Report (STAR)
- Advocacy Ambassadors will receive priority consideration if they choose to apply for our annual Leadership Summit in March

Program Components/Resources

- United to Beat Malaria will schedule group meetings (roughly twice per semester) based on group's availability for Ambassadors to connect and share updates on their projects
- Advocacy Ambassadors are invited to attend our bi-monthly Monday advocacy webinars. These training opportunities are aimed at resourcing advocates to round out their knowledge and expertise on the Global Fund to Fight AIDS, Tuberculosis, and Malaria; The President's Malaria Initiative, the congressional appropriations process, as well the cross-sectional relationship

between malaria and the military, in-country economic development, climate change, and range of health-related topics. The chart below provides a brief overview of engagement opportunities.
    - Ambassadors are encouraged to attend at least one webinar per semester
    - Register Here for Fall 2024 webinars
- United to Beat Malaria staff will be available to help plan and support your advocacy actions on an individual basis
    - Primary Contact: Maegan Cross, Associate, Grassroots Advocacy, mcross@unfoundation.org
- Materials and resources to help you plan your advocacy action are located in the Shared Google Drive Folder. In it, you will find: Call Script, Email Template, Updated Petition Links, Generic Class Presentation, and flyers for tabling. We are also happy to develop resources to fit the needs of your community.

Advocacy Calendar

Here are some key dates our campaign will be mobilizing around throughout the Calendar year. You can use these days to plan your advocacy actions as well as signing onto actions like petitions and tweets that the campaign will be circulating:

- September – UTBM Advocacy Day | Virtual Meetings with Members of Congress
- September – UN General Assembly
- October – UN Day
- November – Malaria Day in the Americas, Veterans Day, World Children's Day
- March – Leadership Summit
- April – World Malaria Day
- June – World Refugee Day
- August – World Mosquito Day

Program Timeline

The next cohort of Advocacy Ambassadors will start in September 2024. Applications will be reviewed on a rolling basis after the start of the school year for admission to the cohort.

Contact

Questions about United to Beat Malaria's Advocacy Ambassador Program? Email Maegan Cross, Grassroots Advocacy Associate, at mcross@unfoundation.org!

Example Activities: Advocacy Ambassador Sample 1

Ambassador Name	Action 1 - 2024	Completed?	Action 2 - 2024	Completed?	Attended Fall Virtual Advocacy Day? (September 2024)
Example: Taylor Swift	Organize In-District Meeting (In-Person or Online)	Yes	Class Presentation (Virtual/In-Person)	In Progress	Not Yet

Example Activities: Advocacy Ambassador Sample 2

Ambassador Name	Action 1 - 2024	Completed?	Action 2 - 2024	Completed?	Attended Fall Virtual Advocacy Day? (September 2024)
Example: Dolly Parton	Write a Letter to the Editor/Op-Ed for School Paper	Yes	Host an on-campus phonebank	In Progress	Not Yet

Example Activities: Advocacy Ambassador Sample 3

Ambassador Name	Action 1 - 2024	Completed?	Action 2 - 2024	Completed?	Attended Fall Virtual Advocacy Day? (September 2024)
Example: Rick Reilly	Class Presentation (Virtual/In-Person)	Yes	Phone Calls to MOCS (3)	In Progress	Not Yet

About United to Beat Malaria

United to Beat Malaria, a global grassroots campaign of the United Nations Foundation, brings together strategic and diverse partners and supporters to take urgent action to end malaria and create a healthier, more equitable world. Since 2006, United to Beat Malaria has worked to equip and mobilize citizens across the U.S. and around the world to raise awareness, funds, and voices.

For 17 years, United to Beat Malaria (previously known as *Nothing But Nets*) has helped protect more than 40 million of the world's most vulnerable people across 60 countries by mobilizing and channeling lifesaving resources to support communities on the frontlines of the fight against malaria. By championing increased leadership, political will, and resources from the U.S. and beyond, as well as a full range of innovative tools and strategies, we can be the generation that beats malaria once and for all.

Advocacy Impact

United to Beat Malaria grassroots advocates raise their voices in support of strong U.S. leadership and robust funding for the UN, the US President's Malaria Initiative (PMI), and the Global Fund to Fight AIDS, TB and Malaria. Thanks to persistent year-round advocacy, Congress approved funding increases for The Global Fund and PMI in its FY23 spending package. Strong investments in these programs will not only save millions of lives, but will also bolster economies, empower youth, and strengthen health systems throughout the malaria-affected world.

Advocacy

Although much progress has been made in pushing back against malaria, persistent advocacy in support of life-saving malaria programs continues to be a priority.

Grassroots support for The Global Fund and PMI reminds Members of Congress of the importance of U.S. leadership in the global health space. Additionally, investments in these programs contribute to building more stable economies and resilient workforces. Malaria investments allow governments to bolster their networks of community health workers to screen for multiple diseases, improve disease surveillance, and direct additional resources to health systems that can fight malaria and disease with epidemic and pandemic potential.

The support of grassroots advocates is key to sharing this progress and helping to secure a malaria-free future. By participating in key advocacy moments throughout the year, grassroots advocates join the collaborative global effort in support of these key life-saving programs.

Regardless of previous advocacy experience, supporters from across the country are welcomed in this effort to beat malaria. The United to Beat Malaria advocacy team is dedicated to maintaining the steady drumbeat of support for PMI and the Global Fund. Our team provides training opportunities and resources to maximize our advocacy efforts.