



THE MICHAEL J. FOX FOUNDATION  
FOR PARKINSON'S RESEARCH

## 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. To achieve our shared goals, a robust and coordinated advocacy effort is key.

There are many different ways to advocate. Check out MJFF's [Advocacy Toolkit](#) 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](#)! 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. [Sign up today!](#)

### Advocacy Tactics

#### Building Relationships

- Keep track of 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

Please direct advocacy inquiries or questions to

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