2022 UNICEF USA Advocacy Day
Date and Time: March 24th, 2022

What is the difference between Advocacy Day and the past Annual Summit/Advocacy Week?
Because virtual engagement is still the safest and most equitable way to meet, this year’s UNICEF USA Advocacy Day will take place virtually on Thursday, March 24, 2022. Congressional meetings that would’ve occurred in-person in previous years, will all be virtual, like it was last Advocacy Week 2021. However, unlike last year, all meetings will take place on one day. Participants will be expected to attend a training on March 22 at 8 pm ET/5 pm PT. Like the Annual Summit, Advocacy Day will also incorporate additional programming and guest speakers throughout March 22-March 24 to enhance participants’ advocacy experience.

What does Advocacy Day entail?
Advocacy Day aims to provide a meaningful engagement opportunity to UNICEF USA supporters, strengthening relationships with Congress and building support for annual U.S. Government voluntary funding to UNICEF and other UNICEF policy priorities such as education and mental health. To meet those aims, all participants registered will be grouped by home state and/or region and will attend virtual meetings with Congressional offices. All participants will be invited to attend the closing ceremony on March 24 at 5 pm ET/2 pm PT. Additionally, all supporters will be encouraged to activate on social media.

How do I register for Advocacy Day?
- Advocacy Day registration is set to close on March 4 at 5 pm ET/2 pm PT.
- You must reside in the United States to participate.
- All participants must be over the age of 13. Participants under 18 must fill out the "parent/guardian email" field or their registration will be voided. That email provided will receive a minor participation release waiver and our child safeguarding policies, which must be filled out within two weeks in order for the minor to participate.
- The earlier you register, the easier it will be for UNICEF USA staff and State Leaders to confirm your participation in Congressional Meetings.

Who is responsible for setting up the meetings? What do you need from me?
- Congressional meetings will only be scheduled on Thursday, March 24 9am-5pm ET.
- In order to participate in meetings, you will need to be available on this day.
• State Leaders representing your state or region will schedule meetings on your and others’ behalf.
• UNICEF USA will facilitate introductions between you and your State Leader to connect you with fellow participants before the big day.
• Please ensure any email messages from advocacy@unicefusa.org are received in your primary inbox, not spam or promotions.

What are the requirements for State Leader?
State Leaders are responsible for:
• Liaising with Congressional offices to schedule meetings for all the participants under their purview, cc’ing advocacy@unicefusa.org
• Serving as point of contact for meeting participants.
• Confirming scheduled meetings with UNICEF USA’s Advocacy Team.
• Leading—or co-leading—each Congressional meeting scheduled.
• Following up with Congressional offices after meetings to thank them and provide additional information.
• Attending both a State Leader training on Tuesday, March 1 at 8 pm ET/ 5pm PT and the Advocacy Day training on Tuesday, March 22 at 8 pm ET/ 5 pm PT to facilitate state/regional breakout groups.

To assist State Leaders, UNICEF USA staff will:
• Provide a list of Congressional Offices with whom they can/should schedule meetings.
• Regularly update a list of Advocacy Day participants.
• Regularly update the Hill Day scheduling app with confirmed meetings & participants.
• Provide resources such as informational one-pagers, UNICEF USA background on each office, and Zoom meeting links.
• Serve as a child safeguarding point of contact for meetings involving minors.

How do I become a State Leader? Can I schedule my own meetings?
If you’re interested in becoming a State Leader and indicated your interest on the registration form, you will receive an email to complete a Survey Monkey inquiring as to your past experience with advocacy and UNICEF USA. If you have a prior personal or professional connection to a Congressional Office, please note in the Survey Monkey and the Advocacy Team will do its best to honor that prior relationship.

We ask that you refrain from scheduling your own meeting as we must streamline our communication to Congressional staffers through our State Leaders.

What if multiple people raise their hand to be a State Leader for a given state/region?
Based on information provided in the Survey Monkey, our Community Engagement Associates—spread throughout the country—will outreach to those who demonstrate the greatest time commitment/flexibility leading up to and during Advocacy Day as well as participants with some past advocacy experience and connection to UNICEF USA.

Can I let you know which Members of Congress I would prefer to meet with? Are you trying to schedule meetings with representatives from both the House and Senate?
It is our hope that Advocacy Day participants will be able to meet with their own Representative as well as at least two other Congressional Offices (Representatives or Senators) from your state or region. If you are a constituent of a certain Representative, we will prioritize your participation in that particular meeting. Otherwise, the meetings you participate in will depend on the amount of participants from your state/region and the overall number of meetings scheduled. It’s a puzzle! But we are aiming to make this the best experience possible for all.

**Will I be meeting with my actual Representative and Senators?**
Given the busy schedules of Members of Congress, there is a good chance that you will meet with Congressional staff instead. This is okay! Congressional staff are a direct pipeline to the Member. The aides provide the briefing information for their legislators when decisions are being made on issues that affect the world’s children.

**When do I receive my schedule for Advocacy Day?**
All participants will receive an invitation to a training on **March 22 at 8 pm ET/ 5 pm PT**, which will review Advocacy Day key messages and logistics. A participant resources folder will be accessible in the week leading up to the training.

- You will receive an email invitation to use the Hill Day phone app (if you participated in Advocacy Week 2021, this is the same app), where the meetings you’re scheduled to attend will appear as they are confirmed.
- After each meeting you will be asked to complete a feedback form via Survey Monkey.
- **Note:** Meeting times may shift depending on busy Congressional schedules, so plan to stay in touch with your State Leader and check the Hill Day app frequently.

**How long are Congressional meetings?**
- On average, meetings last around 20-30 minutes, but some meetings may run longer!
- For that reason, we encourage State Leaders to provide buffer time between meetings.
- Participants should join Zoom 10-15 minutes prior for a prep-call to review the agenda, assign roles and shake off any nerves!

**Given the remote working environment, will meeting times be adjusted for those living on the West Coast?**
Some Congressional offices are continuing to have their staff work remotely while others have staff working in Washington, DC. While most meetings will fall within the 9 am-5 pm ET timeframe, State Leaders on the West Coast are encouraged to consider the time zone of both the Congressional staffer with whom they will be meeting and the location of other participants. **Note:** The Hill Day app calendar is set to Eastern Standard Time.

**Is Advocacy Day training required even if I have participated in previous UNICEF USA Congressional meetings or other advocacy activities?**
Yes, UNICEF USA kindly request that all Advocacy Day participants attend the preparatory training on March 22 at 8 pm ET/ 5 pm PT. We want all attendees to be briefed on our current “asks” for Congress and to understand the legislative context for our initiatives. Regardless of one’s experience level, the training will be an excellent
opportunity for all participants to enhance their advocacy skills, which include learning how to effectively engage Members of Congress, communicate with Congressional aides and coordinate advocacy efforts alongside fellow UNICEF supporters. It’s also the only opportunity for state/regional groups to meet all together prior to Advocacy Day. More experienced advocates can also help to mentor supporters who are newer to the process.

**What should I wear to my meetings?**
You’ll want to dress your best for your meetings, even on Zoom, so please plan to wear business attire.

**Why does someone under the age of 18 need to have a parent/guardian sign a release waiver for a virtual meeting?**
In accordance with UNICEF USA’s child safeguarding policy, we have asked that all participants self-identify whether they are over or under the age of 18 when registering for Advocacy Day. Those who are under 18 must also provide a parent/guardian email. That email address will receive a release waiver, via DocuSign, that must be signed before UNICEF USA can follow up directly with minors to share the details of the event. Only one waiver is required per minor participant, which will apply for all meetings.