

GRASSROOTS ADVOCACY RECOGNITION PROGRAM



Advocacy Leader of the Year

The LLS Advocacy Leader of the Year Award recognizes a distinguished Advocacy Leader who in their leadership of their advocacy committee exemplifies unprecedented passion, innovation, and vision within the OPP grassroots advocacy community. This individual's exemplary volunteer leadership has contributed to significant achievements, such as policy victories or growth in volunteer advocacy capacity.

This award will honor the individual who embodies at least several of the following characteristics:

- Leadership: Inspires and empowers fellow volunteers to engage in patient advocacy. Excels in the management and development of the volunteer advocacy committee in their state, creating a culture of mutual trust and communication.
- Vision: Offers strategic vision for their committee and in collaboration with their OPP staff partner turns it into a plan of action.
- Innovation: Generates creative ideas to achieve positive results.
- Resourcefulness: Maximizes the strengths and resources of the committee and its individual members to meet program goals. Works to ensure all voices are valued and heard.
- Goal Achievement: Demonstrates positive outcomes and change through advocacy actions that have a significant impact the OPP mission.

Advocacy Ambassador of the Year

The LLS Advocacy Ambassador of the Year Award recognizes a distinguished Advocacy Ambassador who, in the course of their service as a member of their advocacy committee, demonstrates unwavering commitment to advancing the OPP Grassroots Advocacy Program. This advocate embodies the spirit of patient advocacy and shows great initiative in their work to move the OPP mission forward.

This award will honor the individual who embodies at least several of the following characteristics:

- Commitment: Exhibits a personal commitment to volunteerism, going above and beyond to support the efforts of their committee.
- Motivation: Demonstrates a relentless drive and enthusiasm to support a shared vision and engage in committee activities.

- Collaboration: Excels at engaging existing LLS volunteers and other stakeholders in shared advocacy actions, leading to tangible outcomes.
- Relationship Building: Uses strong networking skills to cultivate new relationships that promise to advance the OPP mission.

Advocacy Champion of the Year

The LLS Advocacy Champion of the Year Award recognizes a passionate and engaged Advocacy Champion who has gone above and beyond to advocate for change. This volunteer's individual actions have significantly impacted the advancement of the OPP mission.

This award will honor the individual who embodies at least several of the following characteristics:

- Enthusiasm: Communicates excitement and passion for patient advocacy in a way that sets them apart from the broader volunteer community.
- Reliability: Consistently gives of their time and talent, responding to discrete requests to take action that gives momentum to LLS's advocacy efforts.
- Representation: Raises awareness and effectively represents OPP's goals and engagement opportunities both internally and externally.
- Impactful: Through individual advocacy actions has a significant impact in their state/region on the OPP mission (i.e. building a relationship with a key decision-maker, engaging with LLS stakeholders, etc.)

Emerging Advocate of the Year

The LLS Emerging Advocate of the Year Award recognizes a new volunteer who has shown exciting promise in their start as an LLS advocate over the course of the current calendar year.

- Development: Demonstrates a commitment to learn, grow and engage in more sophisticated advocacy actions.
- Dedication: Shows a willingness to give the time and energy that is required of the LLS grassroots volunteer advocacy roles.
- Early Achievement: Exhibits an evolving participation and accomplishment in advocacy that distinguishes their trajectory among their peers.

