



Advocacy Etiquette Guide

The Advocacy Etiquette Guide details the principles of advocate ethics and the rules of conduct for advocates in the United Spinal Association Grassroots Advocacy Network. Its purpose is to clearly identify the ethical principles that underline effective advocacy. As a United Spinal advocate, how you use your voice on behalf of the millions of others in our community is of utmost importance and should be done so in a serious and professional manner. Advocates are given the privilege of speaking out not only on their own behalf, but as a representative of our community, and United Spinal relies on advocates for being an accurate, honest and reliable voice. The responsibility of speaking to press and other organizations requires advocates to be a brand ambassador for United Spinal. We are grateful to all of our advocates for their work on behalf of United Spinal and the broader disability community.

- All advocates represent the mission of their chapter and of United Spinal Association National on United Spinal advocacy and policy priorities. When advocates are presenting their advocacy and policy priorities to external audiences, they do it on behalf of their chapter or United Spinal Association, which must be approved by chapter leadership or United Spinal's Director of Advocacy and Policy prior to the event.
- As a responsible member of the United Spinal Association Grassroots Advocacy Network (GAN), advocates shall strive to improve their knowledge, demonstrate respect to advocates, and avoid conduct undermining trust or respect.
- Advocates should always demonstrate respect by:
 - Promoting an environment that encourages respect and trust
 - Not carrying out insulting or defamatory activities towards other advocates, chapter leadership, elected officials or their staff members
 - Accepting all other advocates as professionals and treating them sincerely and politely

- Treating others fairly, objectively and in a courteous manner
- Ensuring freedom from discrimination, harassment, and bullying
- Advocates should always demonstrate leadership by:
 - Upholding their responsibilities and duties
 - When United Spinal sends out action alert emails, take a minute to click on the "Take Action" link, make sure your name, address, and email address are entered correctly, and click the "Send Message" button.
 - If you feel comfortable, share the link to our action alert with family, friends, or your networks on social media. You are not required to do this, but it helps to amplify our message.
 - On occasion, United Spinal might reach out to you if we have a meeting scheduled with your Representative or Senator. It is entirely up to you if you want to participate.
 - Working collaboratively with their chapters and within the GAN
 - Providing a positive influence
 - Inspiring and empowering others
 - Advancing the rights of people with disabilities
 - Acting in an ethical manner
 - Ensuring policies and procedures are implemented
 - Building positive partnerships and allied advocates
- Advocates should always demonstrate accountability by:
 - Accepting responsibility for decisions made and actions taken
 - Seeking to achieve the most efficient use of the organization's resources
 - Seeking assistance or referring when needed
 - Being informed of current issues affecting the lives of people with disabilities
 - Upholding the principles and ethics of the **Advocacy Etiquette Guide** at all times
- Virtual Events
 - Through our virtual events, United Spinal aims to create an environment where everyone feels welcome to participate, speak up, ask questions, and engage in conversation. This requires a harassment free and inclusive environment that recognizes the inherent worth of every participant regardless of disability, race, ethnicity, age, gender identity and expression, sexual orientation, physical appearance/body size, or religion. We invite all those who participate to help us create safe and positive

experiences for everyone and we do not tolerate harassment in any form. Please contact Steve Lieberman at slieberman@unitedspinal.org if you have any concerns.