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| **AFP PROGRAM ACTIVITIES** | | |
| **Policy** | **Advocacy** | **Facilitative Resources** |
| Develop Policy Platform | Continue role in Building Families Coalition | Fertility Scout |
| Research and Publish Position Papers in 2-3 key areas to advance policy goals | Establish Leadership Role for CPPAC | Enhance patient-facing content on website: expand topics |
| Work to ensure adequate implementation of coverage laws | Engage Admin & Congress re: regulatory and legislative means | Create provider-facing/implementation coverage materials |
|  | Identify 5 priority states for active engagement | Insurance Heat Map project |
|  | Engage key CA stakeholders and DHCS in exploration of coverage channels for Medi-Cal | Attend/Present at 6 key conferences |
|  | Launch AFP Ambassadors Program |  |
|  | Launch The Patient Story collaboration |  |
| **SHARED SERVICES ACROSS THE ORGANIZATION** | | |
| **Operations:** | | |
| * Accounting & Finance | | |
| * Legal compliance, filings | | |
| * Vendor management (contractors, website, FS) | | |
| * Administrative (travel, expenses, subscription/resource maintenance) | | |
| **Development:** | | |
| * Fundraising (Events and campaigns) | | |
| * Sponsorship solicitations, major donors, grants | | |
| * Database management | | |
| **Communications & Marketing:** | | |
| * Social Media | | |
| * Electronic “newsletters” to AFP database | | |
| * Media outreach, press releases, publicity campaigns | | |
| * Marketing materials (for conferences, etc.) | | |
| * Internet “marketing” through shared linking, partnerships, placements | | |
| **Governance:** | | |
| * BOD Composition/Structure (DEI, term limits, clear roles/cmtes; meet bylaws, COI policies, etc.) | | |
| * BOD Functioning (regular meetings, participation, member evaluation, recruit new members, financial support/giving) | | |
| * BOD Oversight (CEO eval.; review of mission/goals; fiscal review) | | |