

# Lupus Foundation of America, North Carolina Chapter Lupus Advocate Bureau Frequently Asked Questions

## About the LAB

### **What is the Lupus Advocate Bureau?**

The Lupus Advocate Bureau, referred to as LAB, is an evolutionary form of speakers bureau, or group of individuals interested in educating others about lupus.

### **What is the goal of the Lupus Foundation of America, North Carolina Chapter's (Chapter) LAB?**

The mission of LAB is to raise the awareness of lupus by sharing personal stories, and accurate information about lupus and the Chapter to targeted audiences in North Carolina, contributing to earlier diagnosis, proper treatment and improved prognosis for those affected by this disease. The LAB is committed to providing accurate information about lupus and the programs and services of the Chapter.

### **What is the purpose of the Chapter's Lupus Advocate Bureau?**

The purpose is to increase awareness about lupus in the general public. It is the Chapter hope that eventually, this will contribute to earlier diagnoses, proper treatment, and an improved prognosis for those affected by this disease.

### **Who benefits from the LFANC's LAB?**

- Individuals with lupus
- Family members, friends and colleagues of those living with lupus
- Healthcare professionals
- Community Based Groups
- General Public

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## Securing a LAB member for an event

### **How can I secure a speaker for an upcoming event?**

To secure a LAB member for an upcoming educational, awareness, fundraising or media event, please visit our website to obtain a request form or contact our Patient Services at 877-849-8271 ext. 1 or [patientservices@lupusnc.org](mailto:patientservices@lupusnc.org).

### **What types of groups can LAB members assist?**

- Business Entities
  - Service Organizations
  - Religious Groups
  - Legislative Groups
  - Educational Institutions
  - Professional Organizations
  - Cultural or Minority Groups
  - Medical Community
  - Media
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## LAB Requirements

### **What is required of LAB Members?**

- Commit to attending a program training
- Create and provide the LFANC with an introductory bio
- Provide a headshot or allow LFANC to provide one for you
- Solicit speaking engagements, if possible
- Conduct a minimum of two lupus presentations in a one-year period
- Allow your story to be used for media purposes
- Coordinate all logistics for your speaking engagements
- Provide accurate lupus information at all presentations
- Provide feedback/follow up after each presentation

### **If I agree to become a member of the LAB, what can I expect?**

LAB training is offered once a year and you must be invited to attend. At LAB training, you will be instructed on all the materials available and the processes involved in speaking about lupus.

### **How much time will I be required to dedicate to the LAB?**

The LFANC asks speakers to commit to one calendar year during which you solicit at least two speaking engagements. Aside from the 1½-day training, there is no set time requirement for LAB participation. Each event will require a varying amount of time which will be dependent upon the actual time need to set-up, present, respond to questions, and breakdown. On average, each engagement may take up to two. Additional time may also be spent in reaching out to organizations and securing speaking engagements. This time will also vary.

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## Other FAQs

### **I do not have public speaking experience. Can I be a LAB member?**

While formal public speaking experience is not required, the LFANC will show preference to those that have shared their personal story in a one-on-one setting, with your family, or church or civic organization setting. LAB training will also include time to practice speaking in public and mock media interviews.

### **I have been a volunteer for another LFA Chapter. Can I still be a LAB member?**

Thank you for continuing to support the efforts of the LFA! Our LAB members must have a personal connection with the LFANC. This personal connection can be obtained by becoming one of our volunteers. This can happen with a myriad of different way. Once you have become an established LFANC volunteer, you can certainly be invited to join LAB if you meet the aforementioned criteria.

### **What does the LFANC provide for LAB members?**

Because LAB is one of the LFANC's programs dedicated to fostering its mission, LFANC leadership will assist LAB members in being successful in their awareness efforts. The LFANC will provide tools and resources that include but are not limited to:

- Develop training and train LAB members (1 ½ day training) including: "Understanding Lupus" presentation, skills building exercises, and media interview techniques with a local media personality.
- Provide PowerPoint presentation and educational and promotional material
- Provide professional headshots
- Assist LAB members in securing speaking engagements or media opportunities

### **Who do I contact if I am interested in applying for the LAB?**

Currently, LAB membership is by invitation only. The Chapter's leadership is responsible for identifying individuals that have been involved in the Chapter and extending an invitation for them to become an LAN member.