



Advocacy Chair - Pee Dee Chapter

Role Overview

The Advocacy Chair monitors and responds to local and state-level policy issues affecting South Carolina's native plants and ecosystems. This role serves as the "eyes and ears" for the chapter, translating complex legislative language into actionable information for our members to ensure Pee Dee's voice is represented.

Responsibilities

1. Policy Monitoring & Review

- Stay informed on local municipal ordinances and state-level bills related to conservation, invasive species, and habitat protection.
- Determine how proposed developments or legislative changes will specifically impact native plant populations, local biodiversity, and wildlife corridors.

2. Messaging & Awareness & Calls to Action

- Create "Policy Briefs" or summaries for the chapter newsletter and website that explain why a specific issue matters to native plant enthusiasts.
- Work with the Communications team (Publicity and Outreach) to develop messaging and materials on issues to share with members and the public at Chapter events and on social media.
- Write clear, concise "Calls to Action" (CTAs) that provide members with a summary of the issue, contact information for relevant decision-makers, and talking points or customizable email templates.
- Organize and encourage member attendance at public hearings or local planning commission meetings when critical habitats are at risk.

3. Advocacy Compliance

- Ensure all advocacy activities remain within the non-partisan guidelines of a 501(c)(3) organization (focusing on issues/legislation rather than endorsing candidates).

4. Networking and Relationship Development

- Networking to build connections and partnerships with other like-minded conservation organizations and our legal stewards.
- Becoming part of statewide advocacy efforts with our partners in Conservation Voters of SC (CVSC) and the SC Conservation Coalition.

Anticipated Commitment/Skills

- Attend monthly chapter board meetings
- Attend regular statewide advocacy committee meetings
- General administrative activities related to communication and coordination on policy issues and action.
- Ability to use or learn Google Suite (Sheets, Forms, Gmail) and learn the Society's client relationship management system, Neon.
- A genuine interest in South Carolina's native flora and environmental conservation.