

APMA Advocacy Impact Grant

Guidelines for State Component Societies

About the Advocacy Impact Grant

The purpose of the Advocacy Impact Grant program is to provide targeted financial support to APMA state component societies for strategic legal, legislative, regulatory, payer, and public advocacy initiatives that advance the podiatric medical profession. This grant program is designed to support state-level initiatives that align with APMA's strategic priorities and broader advocacy agenda while encouraging measurable outcomes, stronger advocacy infrastructure, and long-term impact.

Each year, the APMA Board of Trustees determines the total allocation available for the Advocacy Impact Grant program through the annual budget process. APMA staff and the Government Affairs Committee review applications and determine funding recommendations based on available resources, number of applicants, alignment with APMA priorities, and the criteria outlined below.

Regardless of the total allocation, individual state component societies may not receive more than \$5,000 through the standard Advocacy Impact Grant cycle in a given fiscal year. Funding through this program is intended to supplement and strengthen targeted advocacy initiatives, not replace routine operational or administrative funding responsibilities of the state component society.

Mandatory Eligibility Requirements

To be considered for funding, all applications must satisfy the following mandatory requirements:

- The applicant must be an APMA-recognized state component society.
- The proposed initiative must align with APMA's strategic priorities, [advocacy agenda](#), or established policy positions.
- The initiative must address a legal, legislative, regulatory, payer, public education, or advocacy-related issue impacting podiatric medicine.
- The applicant must clearly identify the purpose of requested funds and anticipated outcomes.

Applications that conflict with APMA policy positions or advocacy priorities may not be considered for funding.

Additional Selection Criteria

The Government Affairs Committee and APMA staff conduct a multi-factor assessment when evaluating applications and determining funding recommendations.

The following considerations may be used during the review process:

- Alignment with APMA strategic priorities and advocacy objectives

- Likelihood that the initiative will meaningfully advance the profession
- Clarity and specificity of the proposal
- Demonstrated need for financial support
- The state component society's level of organizational commitment and engagement
- Whether the initiative is proactive and strategic in nature
- Feasibility and readiness of the proposed effort
- Potential for measurable impact or long-term advocacy value
- Existing relationships or coalition-building efforts with legislators, policymakers, physician organizations, patient groups, or stakeholders
- The state component society's financial and non-financial contributions to the initiative
- Whether alternative advocacy strategies or remedies have been explored
- Availability of APMA resources and overall program funding

Funding decisions are competitive and based on the strength of applications received during a given cycle.

Examples of Eligible Requests

Eligible	Ineligible
Hire a lobbyist or consultant for a specific legislative, regulatory, legal, or payer initiative	Use grant funds for ongoing monthly retainers or general operational lobbying expenses
Develop targeted grassroots advocacy campaigns tied to a defined issue	Use funds for routine association communications unrelated to the initiative
Support legal analysis or legal action connected to a specific advocacy issue	Use funds for unrelated legal disputes, employment matters, or internal association issues
Create advocacy materials, toolkits, educational resources, or coalition outreach materials	Use funds for general membership recruitment or promotional merchandise
Support travel directly tied to advocacy meetings, hearings, or coalition-building efforts	Use funds for unrelated conference attendance or travel
Build issue-specific public awareness or media campaigns	Use funds for routine website maintenance or unrelated technology upgrades

Grant Application Timeline and Process

- August 15: Applications made available to state component societies
- October 1: Submission deadline
- October – November: APMA staff and Government Affairs Committee review applications and develop funding recommendations
- November: APMA Board of Trustees reviews recommendations and makes final funding determinations
- December: Grantees announced and funding disbursed

- Following Summer: Grantees submit final reports summarizing initiative outcomes, lessons learned, and measurable impacts

Application Expectations

Applications should clearly describe:

- The issue or opportunity being addressed
- Why the initiative is important to the profession
- The proposed advocacy strategy
- How requested funds will be used
- The anticipated impact or outcomes
- Partnerships, coalitions, or stakeholder engagement efforts
- The component's own financial or operational contributions
- Any measurable goals or indicators of progress

Partial funding may be awarded depending on available resources, scope of request, and overall program demand.

Emergency Grant Application Timeline and Process

In limited circumstances and subject to available funding, a state component society may request emergency funding outside of the standard grant cycle on issues of significance or negative impact to the profession.

Examples of situations that may qualify for emergency consideration include:

- Newly introduced legislation or regulations that negatively impact podiatric medicine
- Legal actions or regulatory developments requiring urgent response
- Unexpected opportunities to advance the profession through legislative, regulatory, or payer advocacy
- Urgent threats to scope of practice, reimbursement, or the podiatric profession

APMA may consider the following factors when evaluating emergency funding requests:

- Whether immediate action is necessary due to compressed timelines
- The potential impact on podiatric physicians and the patients they care for
- Alignment with APMA advocacy priorities
- The state component society's ability to respond without additional support
- Whether additional support is likely to improve advocacy outcomes
- Whether the issue could reasonably have been anticipated during the normal grant cycle

The process for applying for emergency funding is as follows:

- The state component society submits an emergency funding request and supporting information to APMA staff.

- APMA staff may schedule a discussion with the component to better understand the issue, urgency, and proposed strategy.
- Following review, APMA staff and/or the Government Affairs Committee may request additional information before making a recommendation.
- The APMA Board of Trustees makes the final determination regarding emergency funding requests.

APMA Support and Partnership

Beyond financial assistance, APMA may also provide strategic guidance, advocacy support, technical assistance, grassroots support, communications assistance, or coalition coordination related to funded initiatives.

The Advocacy Impact Grant program is intended to strengthen collaboration between APMA and state component societies while supporting thoughtful, strategic, and impactful advocacy efforts that advance the podiatric medical profession nationwide.