



NATIONAL INVESTOR RELATIONS INSTITUTE

CHAPTER ADVOCACY AMBASSADOR INITIATIVE

Background

In 2014, the Advocacy Committee of NIRI's Board of Directors agreed to pursue a new initiative that would encourage NIRI chapters to create a new chapter officer position, the "advocacy ambassador."

Role of Advocacy Ambassadors

1. Build greater support at the chapter level for NIRI's advocacy priorities.
2. Assist their NIRI chapter in preparing comment letters to the Securities and Exchange Commission and/or members of Congress in support of NIRI's regulatory priorities.
3. Gather input (and data) from chapter members about issues that the Advocacy Committee and NIRI staff are following.
4. Gather suggestions from chapter members about emerging IR issues that their companies (or clients) are dealing with.
5. Answer chapter members' questions about regulatory or advocacy issues and work with their fellow chapter officers to develop chapter programs on these topics.
6. Attend NIRI's annual Leadership Week event in Washington, D.C. in September. (Chapters are encouraged to reimburse advocacy ambassadors for their travel expenses while attending Leadership Week.)
7. Advocacy ambassadors also are encouraged to work with the NIRI staff to organize separate group visits by chapter members to Washington to meet with SEC officials and Congressional staff.

Logistics

1. A majority of NIRI chapters have established this position. Smaller chapters, or those with a relatively small number of officer candidates, are welcome to assign this responsibility to an existing chapter officer. Chapters also are welcome to appoint more than one advocacy ambassador.
2. The NIRI staff and the Advocacy Committee will hold quarterly calls with the advocacy ambassadors to provide regulatory updates and discuss how chapters, issuers, and members can support NIRI's advocacy efforts. In addition, the NIRI Virtual chapter will hold periodic webinars on advocacy issues that ambassadors are asked to listen to.

Supporting Materials

1. NIRI's Financial Regulatory Reform Issues (updated June 2019): <https://www.niri.org/NIRI/media/NIRI/Advocacy/NIRI-Financial-Regulatory-Reform-Issues-June-2019-final.pdf>
2. Advocacy Call to Action section of NIRI's website: <https://www.niri.org/advocacy/call-to-action>
3. NIRI's Regulatory Positions (includes links to resources on proxy system reform, equity ownership transparency, and other issues, etc.): <https://www.niri.org/advocacy/niri-regulatory-positions>

About the National Investor Relations Institute

Founded in 1969, NIRI is the professional association of corporate officers and investor relations consultants responsible for communications among corporate management, shareholders, securities analysts, and other financial community constituents. The largest professional investor relations association in the world, NIRI's more than 3,000 members represent 1,600 publicly held companies and \$9 trillion in stock market capitalization. Through its collaborative community, NIRI advances engagement in the capital markets and drives best practices in corporate disclosures, governance, and informed investing.