Summary:
Right now, millions of Americans face the devastation of Alzheimer’s. This disease is robbing us of our families, our futures and our finances. At the Alzheimer’s Association, our network of more than 75 chapters is working relentlessly to advance world-class research, ensure access to gold-standard care and support, and engage mission-driven volunteers who make it happen.

Alzheimer’s Association Promotores are volunteer community engagers that raise awareness of Alzheimer’s Association programs, provide basic disease information, and link consumers to Alzheimer’s Association services. Promotores are traditionally known as connectors, educators, mentors, counselors, peer leaders, patient navigators or health advocates and serve as liaisons between the Alzheimer’s Association and the Hispanic/Latino community. Promotores represent the Alzheimer’s Association by sharing information about Alzheimer’s disease, free resources offered through the Alzheimer’s Association, and the many ways to join our cause at local community and education events.

Key Activities:
• Represent the Alzheimer’s Association at a minimum of 12 events / per year and distribute Alzheimer’s literature at events or appearances in your local community.
• Present key talking points, brief presentations and Common Programs with an emphasis on the Hispanic/Latino community as coordinated with local Alzheimer’s Association staff. Examples of venues include community events, community organizations, civic organizations, sororities / fraternities, clubs, senior centers and schools and other locations identified by the volunteer.
• Promote Alzheimer’s education by hosting at least one education event per year in your community, help promote the events by utilizing local networks, announcements, bulletin boards, social media, websites, and physical displays in your community.
• Connect members of the community with additional Association services by proactively making referrals to Alzheimer’s Association programs & free 24/7 Helpline.
• Engage community members in the cause by promoting annual awareness campaigns such as Alzheimer & Brain Awareness Month, chapter volunteer opportunities and participation in Walk to End Alzheimer’s or The Longest Day.
• Complete necessary paperwork for reporting.

Qualifications:
• Fluency in Spanish helpful, but not required.
• Self-motivated individual that is comfortable reaching out to individuals and families in need and connecting them to the Alzheimer’s Association.
• Proactive and passionate about the mission of Alzheimer’s Association.
• Excellent verbal and written communications skills.
• Comfort with computers and familiarity with email.
• Ability to network, and collaborate with staff, volunteers, and community partners.
Promotores
Volunteer Position Description

Commitment Expected:

- Promotores volunteers commit to a 1-year term making a minimum of 12 appearances annually. Terms are renewable upon successful completion of annual goal-setting conversation with your staff partner.
- Orientation includes: online program volunteer welcome and orientation (1 hour) + self-study or in-person role training with staff partner (~2 hours).
- Promotores volunteers must observe 1 presentation in the community led by a staff or mentor + demonstrate making an appropriate Alzheimer’s Association referral prior to deployment in the community.
- Background checks are required as part of the volunteer selection process.
- Comply with Alzheimer’s Association volunteer policies and procedures.
- Participate in initial training and ongoing education about Alzheimer’s, dementia and the Alzheimer’s Association.

Benefits to the Volunteer:

- Serve your local community and people you care about.
- Increase your knowledge of Alzheimer’s disease and other dementias.
- Be recognized in your community as a leader and resource for Alzheimer’s disease and dementia.
- Join a network of other volunteers, Alzheimer’s Association staff and professionals and caregivers in the aging field.
- Build your resume and skill set.
- Perfect your community engagement technique and help mobilize your community to create a world without Alzheimer’s.

Reporting & Support Provided:

- Promotores volunteers work with local staff partners.
- This position is supported by the [INSERT TITLE] staff at the [CHAPTER].
- Alzheimer’s Association will provide training, information and electronic or printed materials in both English and Spanish to assist in your efforts.

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