

AMANDA PEARS KELLY

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STRATEGIC ADVOCACY OPERATIONS & PROGRAM MANAGEMENT EXECUTIVE MESSAGING & COMMUNICATION | AUDIENCE ENGAGEMENT | GRASSROOTS CAMPAIGNS

Exceptional record of launching and directing complex campaigns through analytical vision, community engagement, crisis management, strategic planning, research, resource alignment, and tenacious commitment to success.

CAREER HIGHLIGHTS

Dynamic, resourceful, and agile leader with noted expertise launching grassroots advocacy initiatives and healthcare policy issues, leading 500K+ advocates and defining initiatives that positively impact 30M people living with and effected by diabetes across the U.S.

Extensive experience across a wide range of categories, including campaign development, communications strategy development, crisis management, leadership, team development and training, consulting, logistics, and policy/regulatory analysis.

Seeking to combine credentials, experience, and professional drive to a social impact operation committed to meaningful community change and support.

- Instrumental in growing advocacy network from 70K to 150K+ in under 12 months through impactful engagement campaigns, rebranding and email initiatives.
- In current role, successfully tripled grassroots advocacy program efforts within one year, also tripling advocate engagement throughout the organization.
- Developed and managed a national advocacy campaign resulting in the restoration of program funding totaling more than \$3B through Congressional action.
- Executed annual National Health Center Week celebration, generating thousands of statewide and local events; engaged elected officials and generated traditional media coverage across hundreds of outlets and social media impressions totaling over 50 million.

Leadership Snapshot

Strategic Campaign Direction ♦ Project Management ♦ Process Improvements ♦ Spend Management ♦ Financial Oversight ♦ People Development ♦ Grassroots Advocacy Leadership ♦ Legislative & Regulatory Analysis ♦ Clear & Impactful Communication & Messaging Campaigns ♦ Volunteer Coordination ♦ Team Leadership ♦ Training & Development ♦ Strategic Vision & Leadership ♦ Alliance & Partnership Development ♦ Acquisition & Retention Strategies

PROFESSIONAL BACKGROUND

2020 to Present: Executive Director, Association of Clinicians for the Underserved. Arlington, VA

Manages all aspects of the Association and provides overall leadership and management services to the board of directors and members of the organization. Oversees ACU fundraising, advocacy, communications, membership as well as organization projects and programs. Provides overall leadership and vision to drive ACU's mission, which is to improve the health of America's underserved populations and to enhance the development and support of the health care clinicians serving these populations.

2018 to 2020: American Diabetes Association. Washington, DC Vice President, Grassroots & Internal Advocacy

Developed the end-to-end grassroots advocacy strategy, effectively addressing issue education, training, activation, communication and growth in networking and cultivation activities related to diabetes awareness programs.

- Identified strategies and opportunities to implement new advocacy initiatives on the local, state and national levels.
- Planned and implement one of the organization's most visible annual advocacy initiatives and convening, Call to Congress, which draws Diabetes Advocates from across the nation for week-long engagement campaign as well as in person convening on Capitol Hill., Initiative engages more than 500K+ advocates; achieved 150% growth in sponsor revenue for this premier event.
- Achieved 50% growth for onsite advocate program participation as well as a 200% increase in overall engagement across the Diabetes Advocate Network.

"I have been able to work with Amanda for more than a decade and she is one of the most focused, results-oriented people I know. She has been able to accomplish so much because she can activate others toward a common goal, using their strengths and ideas to help shape the work. She is inclusive and friendly; people just like working with Amanda! They know they will be heard, goals will be achieved, and success will be shared. Amanda is the ultimate team- player, and I always enjoy working with her."

- Former Executive Director, ACU

2005 to 2018: National Association of Community Health Centers. Washington, DC

Director of National Advocacy & Civic Engagement (2013 to 2018)

Led advocacy on behalf of 1,400 health center organizations with 9,000+ locations serving 27M patients annually. Recognized for expertise and commitment to success with multiple promotions of increased accountability and visibility. Maximized program impact and success by training cross-functional professionals, board members and patients in strategic and effective advocacy and lobbying tactics while managing the grassroots advocacy agenda to promote access to care and other policy priorities.

- Led a top-performing team of direct reports tasked with managing the Health Center Advocacy Network, including the Advocacy Centers of Excellence Program, Hispanic Advocacy Program, Advocacy Leadership Program, Board Member Advocacy Certification Program, advocacy communications and outreach across traditional and social media channels, as well as 2 stand-alone advocacy websites.
 - Directed communications through an expansive social media presence that promoted campaign activation and engagement, capacity building, and brand identity.
- Combined extensive and in-depth advocacy operations expertise with sound business and financial acumen to oversee and properly direct multiple department and program budgets.
- Instrumental in growing advocacy network from 70K to 150K+ in under a year, communicating weekly among 170K individuals through strategic education and engagement campaigns.
 - Successfully developed/implemented advocacy strategy to avert 70% program funding reduction.
- Elicited program excitement and motivation by totally rebranding the Health Center Advocacy Network, including website redevelopment, communication/awareness campaign, and program development.
- Directed day-to-day operations that included planning, implementing, and coordinating all advocacy activities to support 170,000 advocates, 1,400 Health Center organizations and 50 plus state/regional associations.
- Maximized program reach and effectiveness by developing short- and long-term objectives and strategies to support the NACHC Federal and State policy goals.
- Collaborated with state and regional primary care associations and health center controlled networks to develop internal advocacy strategy that aligned state and local efforts with the national advocacy program.
- Partnered with a broad range of organizations and institutions to leverage assets and positions to build support and acquire resources to further the health center mission.
- Coordinated all advocacy, development, communication, and branding components of National Health Center Week while simultaneously managing complex national advocacy strategy and agenda.
- Institutionalized the Health Center Key Contacts Program (grasstops), including the development of training and educational materials, managing an expansive contact database, identification, and recruiting strategies.

"Amanda is a recognized leader in the community health center movement. She does a difficult job very well: corralling and inspiring disparate stakeholders, providers, and patients to participate in advocacy efforts at the national level. Amanda developed systems to facilitate and increase this participation, including user-friendly online tools and simple messages in multiple languages (particularly Spanish). She has outstanding communication skills and is very personable."

- Health Center CEO

National Advocacy Director (2012 to 2013)

- Owned accountability for developing and coordinating recruiting, training, and support structures to drive the national advocacy network numbering 60,000+ grassroots health center advocates.
- Proactively developed and managed NACHC's federal, state, and local advocacy strategy and issue campaigns to address pertinent issues and policy priorities.
- Managed and grew National Health Center Week celebration that incorporated thousands of state-wide and local events, driving messaging and engaging elected officials ranging from local politicians to Congressional members that generated media coverage across hundreds of local communities.

Additional Advocacy Experience:

Assistant National Advocacy Director/Associate Director of State Affairs | Grassroots Field Organizer, Regions I & II: National Association of Community Health Centers. Washington, DC

Associate Lobbyist: Policy Management Associates. Concord, NH

EDUCATION & PROFESSIONAL AFFILIATIONS

Bachelor of Arts (B.A.), Political Science | University of New Hampshire
Certificate, Nonprofit Management & Leadership | Boston University

Volunteerism:

Founder/Steering Committee | Seacoast Party for a Purpose (2010 to 2018) ♦ Board Member | Lamprey Health Care (2014 to 2019) ♦ Board Member/Nominating Committee Chair | New Heights Adventures for Teens (2010 to 2013) ♦ Chair & Vice- Chair | Society of Health Policy Young Professionals (2006 to 2008)