



# Association for Palliative Medicine

## APM: Patron Role Guidance

The role of APM Patron is one in which the National profile of the APM is highlighted by the presence (in person or figuratively) of the Patron. Therefore APM would approach people with a national / international reputation.

Although the ability to command public attention is important, we only ask those people who are passionate about the work of the APM to be a Patron. The APM wants to establish a real and reciprocal relationship with our Patrons, which is active (although not onerous), enjoyed by the Patron and advantageous to the APM. The APM would ensure that the help the Patron can give is in line with their interests and available time, as well as promoting the work of the APM.

As a minimum we ask that Patrons:

- Help to raise the profile of the APM by:
  - Undertaking a piece of PR for the APM (for example writing a short feature on why they have become a patron and support the APM for our newsletter/website/social media)
  - Being featured in press articles about the work of the APM.
  - Allowing their name to appear on the APM letterhead and other forms of communication (such as the APM website, annual report etc.).
- Help the APM to engage with certain groups depending on the Patron's own contacts, for example:
  - to promote the APM's aims and values at a national level
  - encourage junior doctors to join the APM
  - Help to secure access to exclusive venues / activities, if possible.
  - Be prepared to help with the other occasional requests.
- The APM would want our Patrons will remain involved with the association as long as they feel able to commit time and energy to the role, and would expect to review the relationship after ten years.

Our aim is for the relationship between the APM and our Patrons to be something that is meaningful on both sides. The above list is an illustration of the type of support a Patron may be asked for, but the APM recognises that the specifics of what individual Patrons can do will depend on the Patron's own personal circumstances.

## **Our Commitment to you**

It is our commitment to you as a Patron that you feel genuinely connected with the APM. In return for your support we will:

- Ensure that you have one key point of contact at the APM to enable easy communications.
- Ensure that you are not bombarded with requests. We will limit requests for assistance to no more than 2 activities each year (unless you as a Patron are happy to be involved more often).
- Arrange an annual attendance as a guest to an APM Executive Committee meeting to hear about latest developments and strategies, and also for the APM Executive to listen to your views and experience. This could coincide with an APM conference, giving the Patron an opportunity to see wider aspects of the APM work and meet with APM members.
- Send you the APM eBulletin, provide access to the APM website
- Inform you of any major changes that are occurring, or that the APM is involved with (eg. campaigns) prior to any public announcement.