

National Campaign Planning Committee: Member Role Description

Background

The Institute for Medicaid Innovation (IMI) recently celebrated its 10th Anniversary with partners who have journeyed with us throughout our first [decade of history and impact](#). Together, we have led the development and diffusion of Medicaid innovations that improve the lives of individuals, families, and communities.

As part of our continued celebration, IMI is launching a **national Medicaid campaign** as a visible, community-driven response to raise awareness about the importance of the Medicaid program in communities across the country. **At its core, this campaign is about building a rallying point of hope, for those served by Medicaid and the people and organizations who support them.**

IMI is leveraging its national network of volunteers and partners to create online and four in-person engagement opportunities across the nation that will spread awareness, elevate lived experiences, and strengthen individuals' understanding of how people can access, use, promote, and protect Medicaid. Through education, storytelling, and community connection, this campaign aims to strengthen public support for Medicaid.

Will You Join Us?

To bring this vision to life, we are seeking volunteers to join our National Medicaid Campaign Planning Committee. Committee members will help plan, organize, and promote the campaign, supported by IMI team members.

Time commitment:

- Monthly virtual 1-hour meetings between March 2026 and November 2026.
- Occasional opportunities to review documents, provide feedback, share ideas, reach out to campaign partners, promote campaign events, share campaign content, and/or perform other light-touch tasks between meetings.

Compensation:

- This is an unpaid volunteer role.
- Planning committee members will be recognized in campaign materials and events.

Qualifications:

We are looking for volunteers with a range of expertise, experience, ideas, and overall passion in one or more of these areas:

- Lived experience
- Community-Based Organizations
- Health Plan Representatives
- Medicaid Agency Personnel
- Advocates
- Policy Professionals

- Researchers/Academics
- Students
- Social marketing and communications
- Community outreach, engagement, and celebration

Interested?

Sign up here: [IMI National Medicaid Campaign Volunteer registration form – Fill out form](#)

Please complete this form by 03/05