



Advocacy Campaigns in Washington

Using Grassroots, Coalitions and the Media to Get your Message Heard

If your organization needs to know how to build a solid communication plan into an advocacy campaign that will motivate your constituents to act and get heard in Washington, this training will do it.

Your staff will learn how to recruit and motivate your stakeholders into a winning advocacy campaign, how to organize a Capitol Hill Lobbying Day, form coalitions and use the media to advance advocacy goals, and track the success of your advocacy campaign.

Sample 1-day Agenda

Day One

8:30 Welcome and Introduction

8:35 Advocacy Campaigns

Overview of advocacy and educational campaigns, types, purposes and tactics

Doing the Homework

10:00 Break

10:15 The Issue, Message and Strategy

Developing a coherent action strategy (emphasize specific methods to reach government and regulatory officials, Members of Congress, and motivate PAC committee members, and other targeted audiences)

Organizing a Capitol Hill Day

Planning, budgeting, speakers and training, first timers

12:00 Lunch

1:00 Communications Tools to Motivate and Educate

Newsletters, web, email, PR

2:30 Break

2:45 Building and Using Coalitions

Benefits, finding allies, pros and cons, branding

3:45 Break

4:00 Tracking and Evaluating What Happened and Lessons Learned

How to track, how to measure success, following up

4:30 Program concludes and complete evaluations

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Sample Agendas: See how others have used our training. Selected sample agendas from actual programs designed for previous clients are on our web site at www.SampleAgendas.com

Faculty: Our primary instructors for this course each have more than 12 years' experience working with the media, developing coalitions, and grassroots development.

When: Requires one to two full days (usually 8:30 a.m. to 4:00 p.m.)

Where: Your location

Who: This course is suitable for associations, nonprofits and agencies who want to develop PSAs and education campaigns.

Course Fee: Inside the Washington, DC metropolitan area, when the course is offered on the client's site with lunch provided by the client, this course is cost-effective with as few as twenty attendees. *Customization saves staff travel-time, provides confidentiality and allows organization-specific issues to be addressed by the instructor.*

Questions: For more information and to get a custom program quote and date availability, call: 202-678-1600.

