

*TheCapitol.Net's Executive Conference*  
**Grassroots Advocacy on the New Capitol Hill**

Sample Agenda – see [www.GrassrootAdvocate.com](http://www.GrassrootAdvocate.com) for schedule.  
Washington, DC

**9:00 Welcome and Introductions**

*The Capitol.Net*

**9:05 Grassroots Advocacy: What It Is And Why You Need It**

*Grassroots expert*

This session will discuss grassroots lobbying--using the power and influence of individual constituents to influence legislation--and its role in the current political environment on Capitol Hill. It will address how to determine the right type of network for your organization.

**Organizing an Effective Grassroots Network**

The speaker will present how to build a grassroots structure that reflects your organization's culture and goals. He will stress essentials such as how to enlist and retain leadership and staff support, and how to organize volunteers, staff, and officers.

**Building Your Network**

This session will focus on identifying, retaining, training and motivating members. Building a strong network requires you to identify your members' strengths and resources, ask them what they're willing to do, and train them to be active in Washington, D.C. and in the field.

**10:30 Break**

**10:45 Internal Communications with Members**

The speaker will examine how to keep your network members informed, and to direct member energy in both urgent and long-term situations. He will review actions such as creating newsletters and position papers on specific legislative issues, using technology to build an electronic network, establishing a toll-free number, using Washington-based media, and more.

**Delivering the Message to Congress**

This session will review specific tactics used to reach and educate members of Congress, in Washington DC and at home, about your organization and its issues. These tactics include hosting site visits, sending issue updates and industry news, sending letters, faxes, and email, placing phone calls, writing editorials, attending town hall meetings, organizing advisory groups to work with legislators, and more. The speaker will provide the latest tips for communicating with the Hill since September 11 and the discovery of anthrax in congressional mail. He will also discuss how outside interests should "wrap-up" their communication with the 107<sup>th</sup> Congress, and prepare for the in-coming 108<sup>th</sup> Congress.

**12:30 Lunch**

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### **1:30 Grassroots Strategic Planning**

*Grassroots expert*

The speaker will present how to build a coherent strategic plan for your grassroots network. He will discuss determining your allies and opponents, and identifying your core issues. He will also present reactive, proactive and adaptive strategies that can be used in different situations.

### **2:20 Break**

### **2:30 Coalition Building as Part of Your Grassroots Strategy**

This session will cover expanding your grassroots network's influence by finding and working with other groups and building coalitions. Determine if your organization should join an existing coalition or form a new, perhaps temporary, coalition for a specific issue.

#### **Lobbying Rules, the Gift Ban and the Hatch Act**

The speaker will briefly review the need to educate your network members of the current lobbying rules in order to avoid bad PR and legal penalties. Resources for answers to legal questions will be presented.

### **3:00 Break**

### **3:15 Case Study: Implementing a Grassroots Campaign**

*Grassroots expert*

The speaker will present case studies of typical grassroots campaigns and discuss the keys to a successful strategy. Discussion will include campaign strengths, weaknesses, tactics, use of the Internet, and more.

### **4:00 Complete Evaluations and Program Concludes**

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