

February 22, 2024



Public Affairs
Council

Webinar:

Developing Engaging Virtual Advocate Trainings



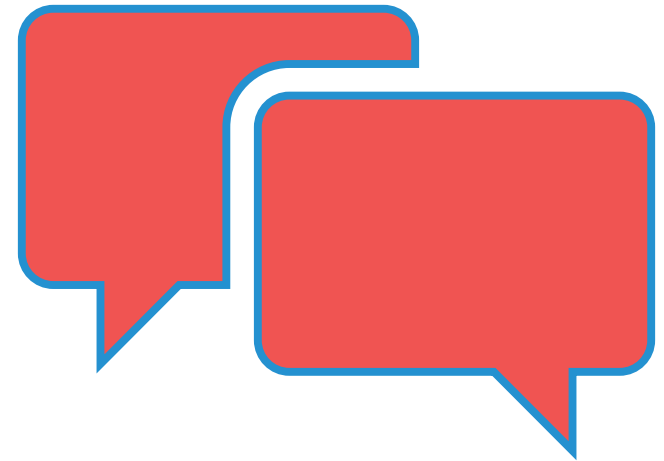
Laura Brigandi

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Public Affairs Council



Introduce Yourself in the Chat

- Name
- Organization
- Location
- Most memorable virtual event



Today's Agenda



Adult Learning Best Practices



Virtual Training Format & Structure



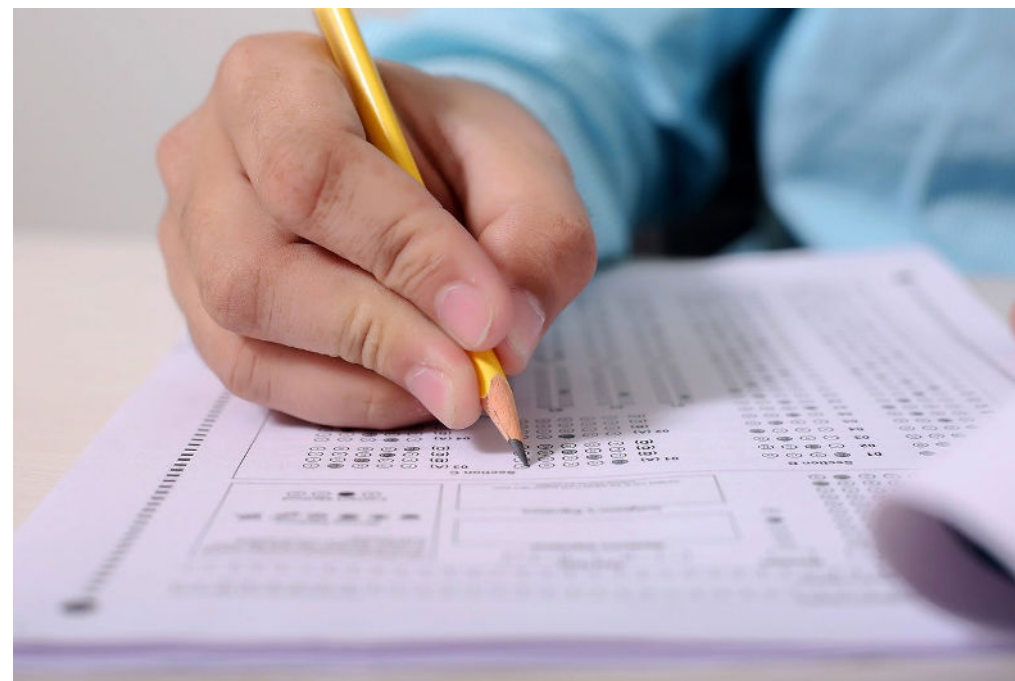
Advocacy Training Content



Adult Learning Best Practices

Adult Learners Have...

- **Independence**
- **Readiness & Motivation to Learn**
- **Desire for Practical Skills**
- **Experience**



Adult Learning Best Practices

- **Provide Content for Different Learning Styles**
- **“Chunk” Your Content**
- **Don’t Lecture**
- **Reinforce Key Points**

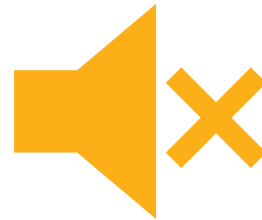
Signs of Zoom Fatigue



Blank stares (if cameras are turned on at all)



Limited action in the chat



Limited responses when you call for interaction



They've been sitting for a prolonged period

Combat Zoom Fatigue



Involve the audience



Allow for mental breaks



Allow for physical breaks

Interactive Techniques

Simple

- Poll
- Chat
- Q&A
- Show of hands
- Handout

Advanced

- Annotate
- Build a word cloud
- Collaborate on a whiteboard
- Breakout group discussions
- Quizzes/puzzles

Which Techniques Have You Used?

Poll

Chat

Q&A

Show of
hands

Handout

Annotate

Word cloud

Whiteboard

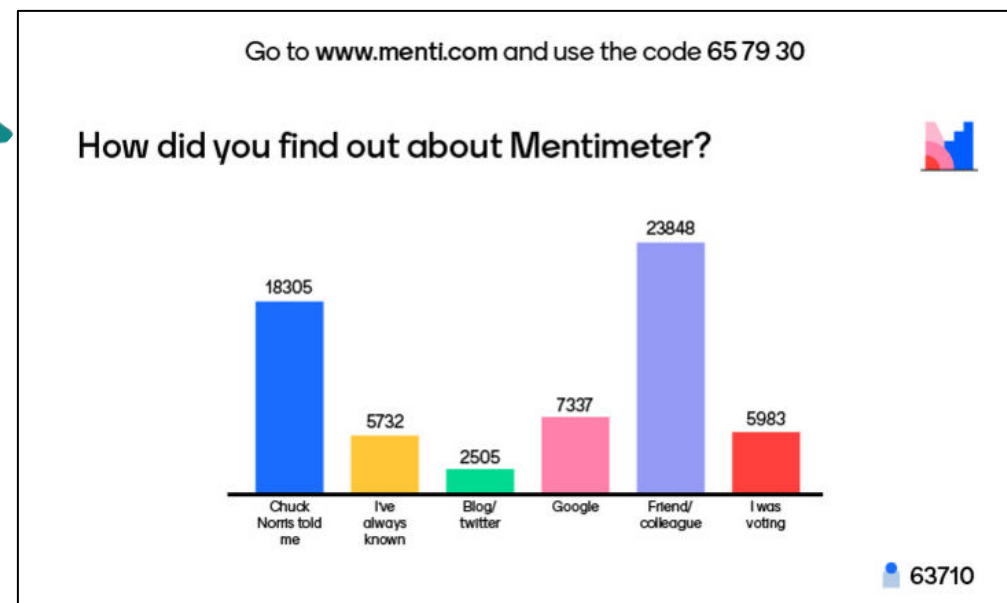
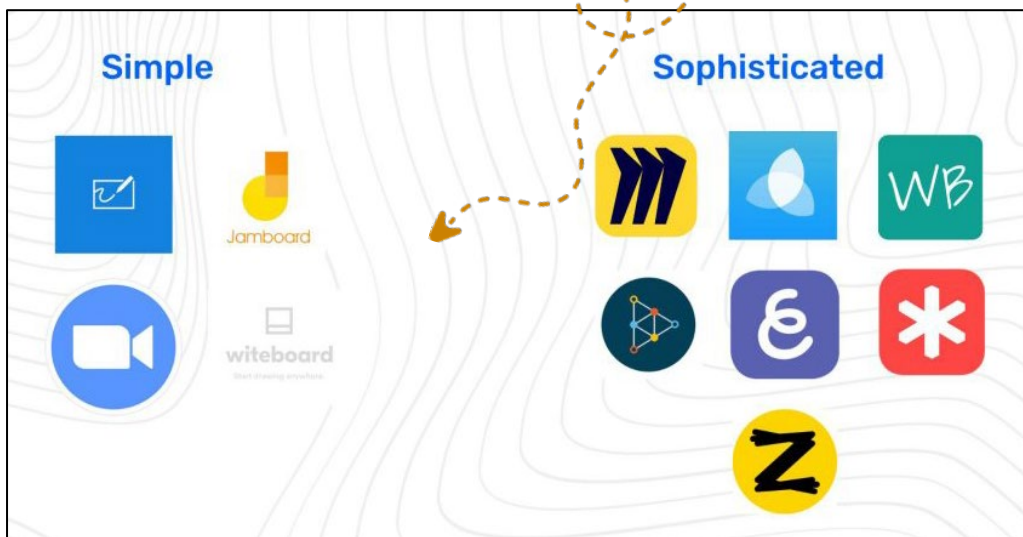
Breakout
groups

Quizzes

Puzzles

Interactive Tools

- Zoom/Teams Built-In Options
- Poll Everywhere: polleverywhere.com
- Mentimeter: mentimeter.com
- Virtual Whiteboards:



The background features a large blue semi-circle on the right side. To its left is a solid purple circle. Further left are two vertical orange dashed lines and a dark blue square outline. In the top right corner, there is a yellow circle and a dark blue triangle outline. In the bottom left, there are several orange dashed lines of varying lengths and orientations.

Virtual Training Format & Structure

Virtual Advocate Training

Your training program should be:

- **Dynamic and Multi-Channel**

Multi-Channel Training

- **Modular Training**
 - **Microlearning**
 - **Podcasts**
- **Interactive Training**
- **Toolkits and Guides**
- **Assessments**
- **1:1 Meetings**



**Evergreen &
Campaign-
Specific**

Virtual Advocate Training

Your training program should be:

- **Dynamic and Multi-Channel**
- **Formalized**

What's Your Brand?



PathNET

Connect, Advocate, Influence

**Congress, Pass
the Budget Now:
No Ifs, Ands, or
Cuts to Pancreatic
Cancer Research**

TAKE ACTION



In-District Congressional Meetings



Formalized Program



FARM BUREAU[®]
UNIVERSITY



Virtual Advocate Training

Your training program should be:

- **Dynamic and Multi-Channel**
- **Formalized**
- **Relevant**

What Motivates Your Advocates?

IDEOLOGY

Committed to the particular issue – will work hard, but want the issue out front all the time

SOCIAL

Need opportunities to get to know other advocates, lead groups, or do outreach – work must be fun

LOYALTY

Committed to organization and the work – need to be heard and sometimes won't want change

OPPORTUNITY

Looking for opportunities to do and learn new things – will work hard and grow into challenging tasks

RECOGNITION

Need proper respect, acknowledgement and support

SUCCESS

Need clear goals, strategies, and milestones – want to know how they fit in, progress to goal, and when to celebrate

What Motivates Your Advocates?

IDEOLOGY

Provide regular updates on the status of their key issue as part of the training program

SOCIAL

Create opportunities to meet and work collaboratively with other advocates

LOYALTY

Emphasize how their advocacy supports the goals of the organization

OPPORTUNITY

Teach them new skills that they can apply elsewhere – public speaking, writing, persuasion, management

RECOGNITION

Develop a program that offers incentives for completion and/or culminates in a “graduation”

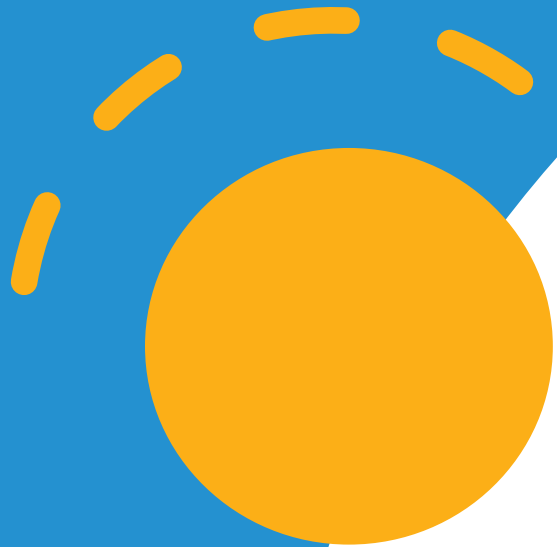
SUCCESS

Structure your program as a ladder of engagement with milestones along the way

Virtual Advocate Training

Your training program should be:

- **Dynamic and Multi-Channel**
- **Formalized**
- **Relevant**
- **Engaging!**



**“Tell me, and I will forget.
Show me, and I will
remember. Involve me,
and I will understand.”**

Poll Question: Which of these formats/tools are you currently using to train your advocates?



**Pre-Recorded
Training**



**Interactive
Training**



**Toolkits and
Guides**



Assessments



1:1 Meetings



Microlearning



Podcasts



Gamification



Other



Advocacy Training Content

Evergreen Training Content

- **Advocacy 101:** How a bill becomes a law, who's who in a congressional office, key legislative committees, or the regulatory process.
- **Issues:** Provide an overview of your organization's legislative priorities and how to talk about them.
- **Storytelling:** Empower your advocates to share their personal stories by giving them the basic structure and principles of storytelling.
- **Relationship Building:** Effective advocacy is relational, not transactional – teach your advocates to build relationships over time with elected officials and their staff.

Campaign-Specific Content

- **Overview of the Issue/Why Now/etc.**
- **Action Needed**
- **Timeline**
- **Templates**

PanCAN Advocacy Training Schedule

- **Evergreen:** Advocacy Chair Guide, Advocacy 101 toolkit
- **January/February: Live webinar:** New Congress/PanCAN's Legislative Priorities
- **Winter/Spring: 1:1 meetings** with Advocacy Chairs to set goals
- **March: Live webinar + toolkit:** Dear Colleague Campaign
- **May: Live webinar:** Advocacy Day State Leader Training
- **June: In-person:** Advocacy Day Training
- **August: Toolkit:** In-District Meetings
- **October: Live webinar + toolkit:** November Awareness Campaign
- **Rolling:** New Advocacy Chair Onboarding (1:1)

Questions?

