

# TRAINING YOUR ADVOCATES

## The Advocacy Conference



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# ABOUT THE PUBLIC AFFAIRS COUNCIL

Representing 700+ organizations and over 9,000 professionals



# KEY TAKEAWAYS

- ✓ Start the process before you need your advocates' help
- ✓ Identify your goals, assets and resource limitations
- ✓ Make it a habit
- ✓ Customize to fit your relationships and strengths
- ✓ Plan, plan, and plan
- ✓ Acknowledge every success

# DEFINING YOUR GOALS

Building strong relationships with candidates/legislators and having champions on your issues

How do we get there?



# COMPONENTS OF GRASSROOTS ADVOCACY



## Training for every situation:

Town halls

Office meetings

Site visits

Issue forums

Calls to action

Hill days



# TRAINING YOUR ADVOCATES

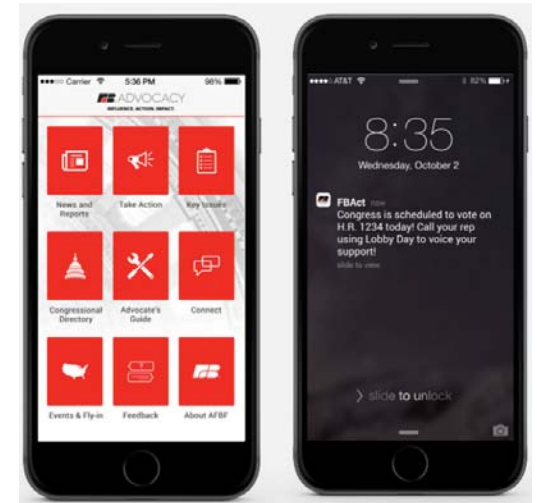
## ADDITIONAL TACTICS

### Communications and Educational Efforts:

- Advocacy Preparedness Trainings
- Issue briefings
- Advocacy App

### Reaching the Masses:

- Webinars
- Podcasts
- Training Videos
- Engage with social media



### Hospice is about Stories

What was the last great story you heard? Was it a movie you saw, a book you read on your flight to D.C., or a family member recounting a recent trip? Or was the story something else? By now, you're probably already thinking about that story, and remembering the details that made it stand out. The stories we connect with the most are the ones that contain universal truths—experiences to which we, and everyone else can relate.





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## ADDITIONAL TACTICS

### Tool kits:

#### Advocate's Tool Kit

Share This Article



#### Be an Agriculture Champion: It's Easy & You Can Impact the Issues Facing Farmers and Ranchers!

Farm Bureau needs champion advocates like you. We need farmers and ranchers around the country to stand up for ag policies in your state and in your communities. Whether you are a leader or just getting started in Farm Bureau, you can raise your voice to influence policies impacting agriculture.

FB Advocacy is the advocacy network designed to raise awareness among Congress and the Administration about how public policies impact farmers and ranchers, consumers and the agriculture industry.

Follow these simple recommendations to increase your effectiveness as a champion advocate for agriculture:

- ♥ Sign up to Receive FB Advocacy Action Alerts
- ♥ Find Your Legislators
- ♥ Write to Your Legislator



### *What to include:*

Opt-in for updates, issue briefs, find your legislators, take action, social media

# TRAINING YOUR ADVOCATES

## ADDITIONAL TACTICS

Keeping advocates engaged for the long-haul:

- Social media, graphics, videos
- Don't over load advocates, but don't ignore them
- Check in routinely with specific tasks



**EVERY 66 SECONDS  
SOMEONE IN THE  
UNITED STATES DEVELOPS  
ALZHEIMER'S DISEASE.**

**SHARE THE FACTS AND JOIN THE FIGHT. #ENDALZ**



**Senator John Thune** ✓  
@SenJohnThune

Pleasure meeting with Michael and Caitlin, med school students from South Dakota and members of @AOAforDOs. #DODay17

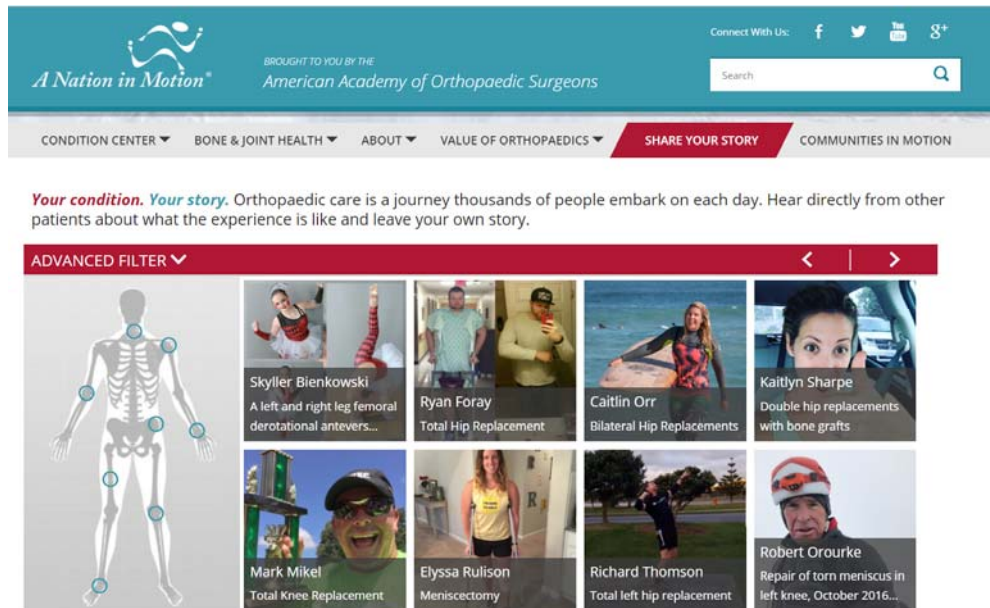




# TRAINING YOUR ADVOCATES

## ADDITIONAL TACTICS

Keeping advocates engaged for the long-haul: storytelling



I am one of the people who's helped Toyota build 25 million vehicles in the U.S.\* I am Toyota USA.



 Promoted  
3/3/17, 8:25 PM

# TRAINING YOUR ADVOCATES

## FINAL THOUGHTS

Make it FUN—create a community

Education and outreach should be ongoing

Show your appreciation

Celebrate success



# CONTACT ME

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