

WEBINAR:

DEVELOPING A YEAR- ROUND ADVOCATE TRAINING PROGRAM

Featuring:



Cody Lyon
Director, Advocacy and Political Affairs
American Farm Bureau Federation



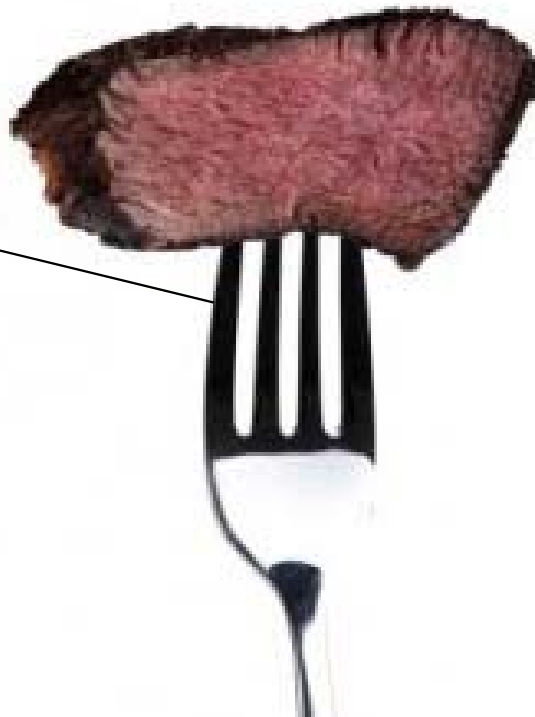
Matthew Zablud
Partner
Beekeeper Group

**Before you start any
advocate training program**

***You must first understand your
stakeholders***

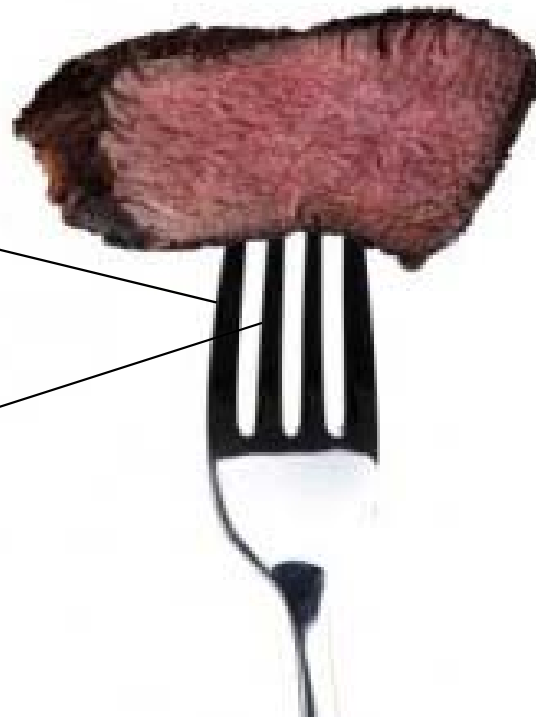


Beekeepers
(Organizers)



Beekeepers
(Organizers)

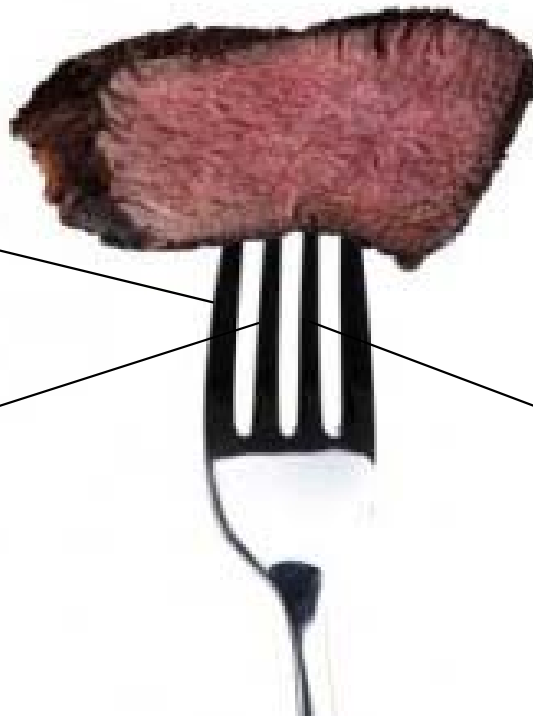
Queen Bees
(Influentials and
Key Contacts)



Beekeepers
(Organizers)

Queen Bees
(Influentials and
Key Contacts)

Worker Bees
(High
Propensity
Advocates)

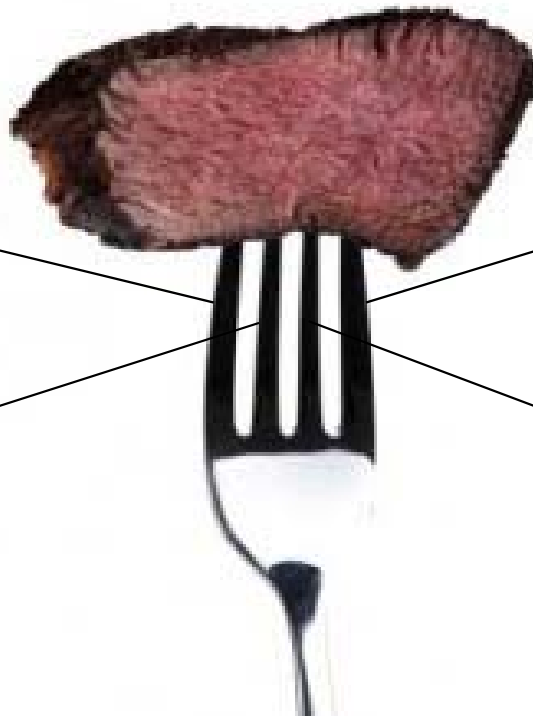


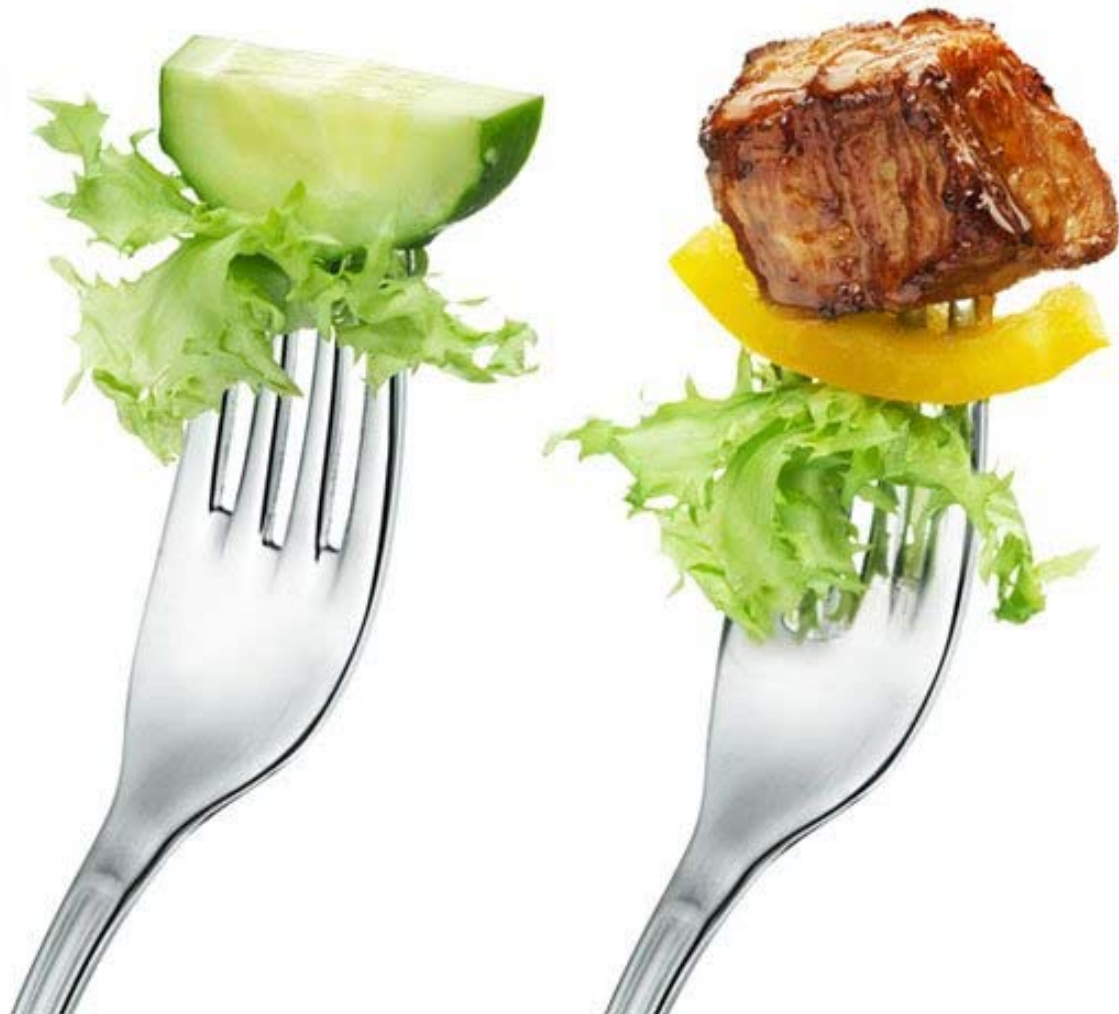
Beekeepers
(Organizers)

Drones
(One Time
Wonders)

Queen Bees
(Influentials and
Key Contacts)

Worker Bees
(High
Propensity
Advocates)





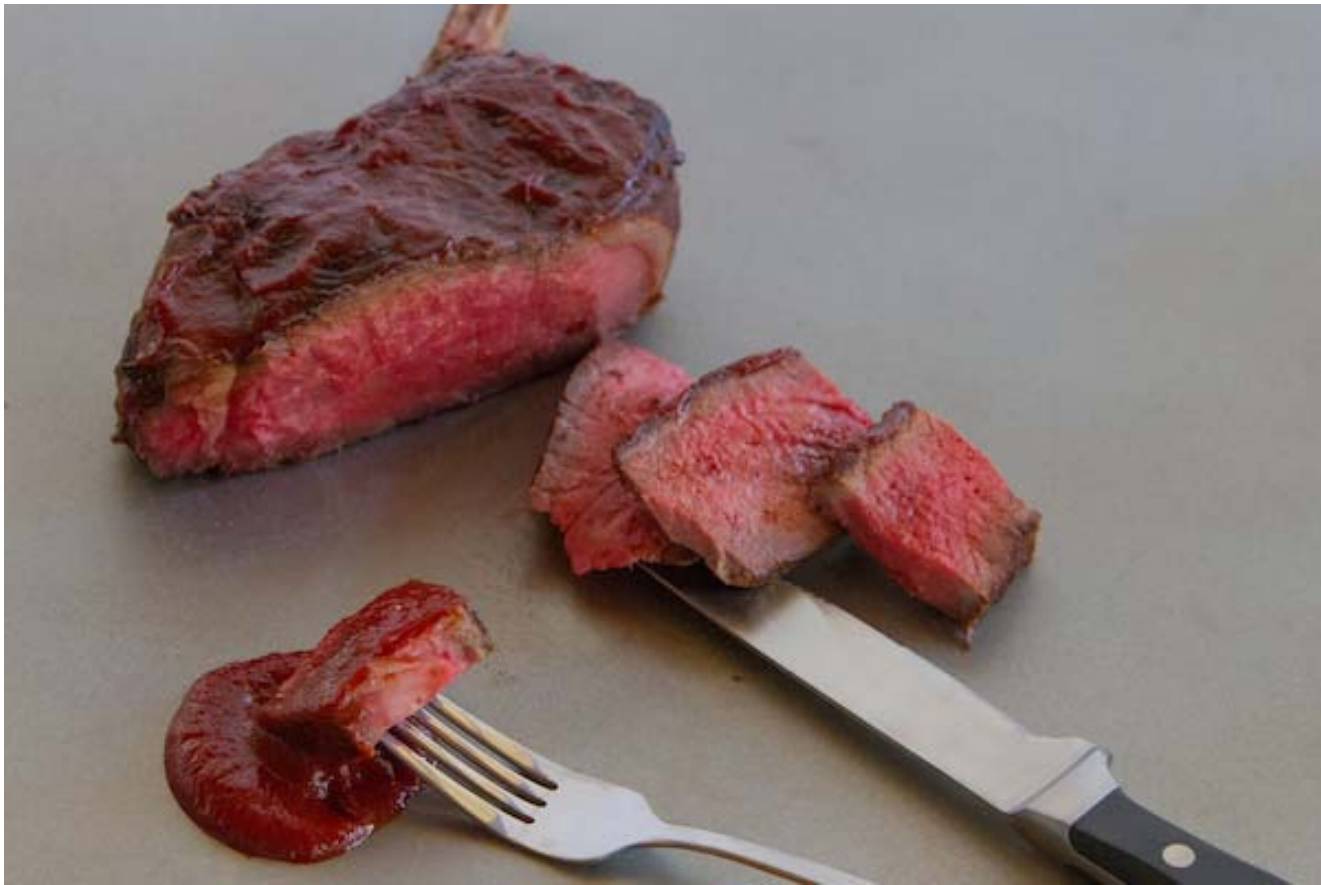


















Beekeeper
Group

SPRING TRAINING

Different Strokes for Different Folks

Set Unique Training Goals

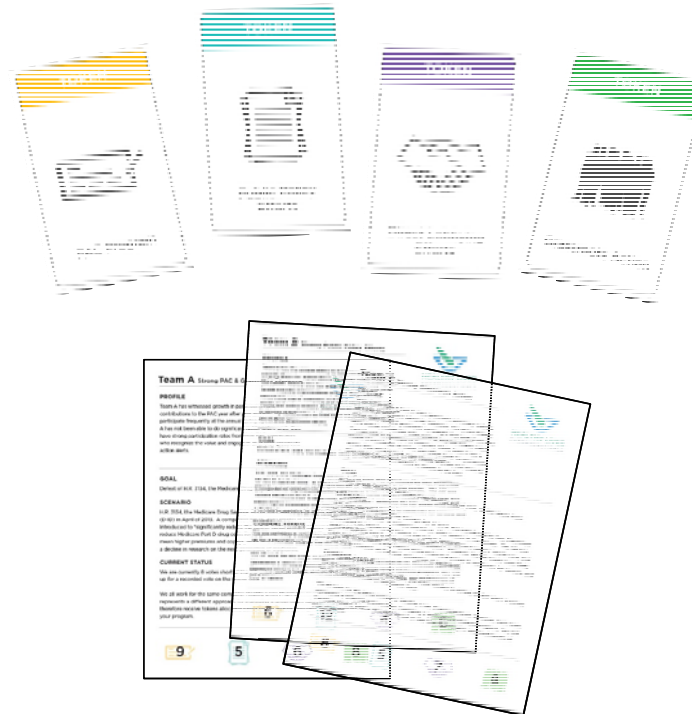
Plan out the goals of your training in advance and determine what you want different advocates, at different levels to learn. Sometimes it will be different lessons from the same curriculum, sometimes you may need unique programming to instill the right skills. Below is a training goal chart for Beekeeper staff at our annual spring training:

	Building Up Your Bench: Skills & Training	Covering Your Bases: Strategic Thinking	Insider Buzzball: Beekeeper Group Way	The World Series of Winning Campaigns
Senior Staff	<i>Can successfully manage a team of people.</i>	<i>Can create a unique and innovative strategic plan.</i>	<i>Can improve and build upon our model.</i>	<i>Fresh ideas for new campaigns.</i>
Mid-Level Staff	<i>Can successfully manage a project.</i>	<i>Knows how to guide and develop a strategy vs. just checking the box.</i>	<i>Can implement and organize a campaign using the Beekeeper Group model.</i>	<i>Innovative thinking (building on existing ideas and improving them).</i>
Junior Staff	<i>Can successfully utilize basic tools.</i>	<i>Understands the value and importance of knowing who you are trying to reach and what you want them to do.</i>	<i>Actively learning the ins and outs of the Beekeeper Group model.</i>	<i>Understanding the trends of the industry.</i>

Make Training Enjoyable

Gamification of Advocacy Training

Beekeeper Group's advocacy training game for Novo Nordisk was a 2015 **Public Affairs Council** Grassroots Innovation Award winner. Created to educate Novo Nordisk employees on the importance of advocacy to their company and their industry, the game provided a team-based simulation of all the efforts required to impact the legislative process.



Make It Exclusive

Drive Demand and Interest

Some organizations utilize rigorous application processes for select advocacy training to both identify the top advocates but also to maximize dollars on expensive multi-day programs. Rather than discouraging engagement with potential advocates, successful applicants are more invested in the cause, and unsuccessful applicants often re-apply, believing there to be substantial value in the program.



Rotate Your Top Advocates

Not Always the Same Voices

One of our clients implemented an advisory board structure (primarily a training group) where top advocates are rotated off every two years, and must wait a full year before re-applying. Its ruthless, but it provides opportunity for new voices, and previous trainees almost always re-apply, while keeping up their advocacy efforts in the meantime.



Provide Off-Site Learning

Fly-ins, Site Visits, & Delegations

Many groups coordinate training with their fly-ins (and why not, the people are already in town). But some organizations are inviting advocate trainees for site visits or even to join a delegation overseas. It's a pretty enticing incentive for your best advocates to participate in training and your advocacy program year-round with a nice reward at the end.



After the Fly-in

Ask Attendees to Choose an Ongoing Training Track

Speaking of having advocates attend a fly-in or other off-site event, ask them to sign-up to an ongoing training track or schedule while they are in-town. It does two things, firstly they feel more of an obligation to participate (lay on the guilt), and secondly, it forces you to prepare an ongoing training program in advance of the fly-in.



Train-the-Trainer

Mentoring and Peer Training

Mentoring is an honor, but often considered a lot of work. And the most common criticism is that the mentors aren't sufficiently prepared.

Continuing our theme of value-adds, consider providing special train-the-trainer breakouts at fly-ins, or host unique events at industry conferences. Perhaps add in an exclusive invitation happy hour or guest speaker for mentors and their mentees / trainers and trainees.

4:45 p.m.

Mentor Cohort Meet-Up

If you signed up to have a mentor, join us early to meet them as well as fellow mentees. Start your networking early and get key tips on how to leverage the week.



Don't Reinvent the Wheel

Send Advocates to Paid Third Party Training

Strike a deal with a third party group to provide specialized training, or even consider sending advocates to certain training seminars/webinars put on by organizations in our industry.



Record Everything

Videotape, Live Stream, & Screen Capture

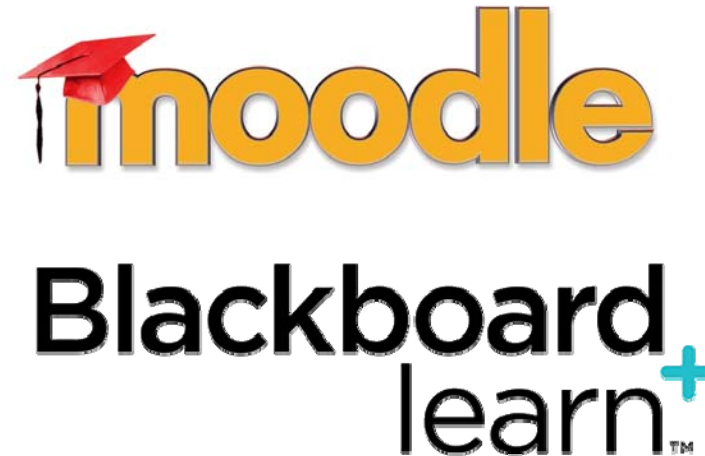
Record, record, record! Use a professional camera crew if you can, or buy a Mivo camera to make it seem like an operator is in the room. But more important than the video is the audio. People can forgive poor video work or crappy slides, but it is hard to learn when you can't hear what is being said.



Create An Online Curriculum

Test After Each Module and Recognize Success

When you are recording all your trainings, you can very quickly start to populate your own online curriculum. We recommend adding some testing/quiz requirements to ensure the online information is absorbed and to allow you to issue certificates or other recognition.



Think Outside-Our-Industry

Outside the Box Speakers Are Often the Most Memorable

Here are some outside the box topics we have tried for clients and Beekeeper events:

- **Go Team: Lessons from a Sports Marketer**
(Former Washington Nationals Biz Dev Director)
- **Beekeeping as a Model for Organizing Communities**
(An Author and Real Beekeeper)
- **View From Behind the Bar: Creating and Experience and Building a Community**
(Mixologist Derek Brown, Owner of Columbia Room)
- **Comedy Gold: Using Humor to Convey a Message**
(Stand-Up Comedian from the DC Improv)

FB. ADVOCACY
INFLUENCE. ACTION. IMPACT.



Opportunities for Year-Round Training

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:

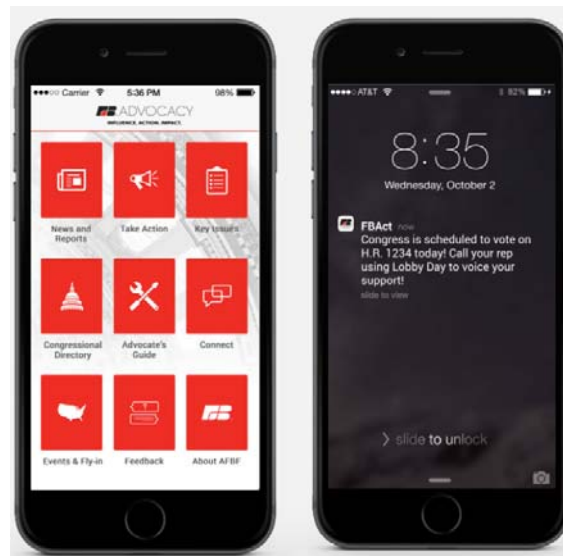
- ♥ Sign up to Receive FB Advocacy Action Alerts
- ♥ Find Your Legislators
- ♥ Write to Your Legislator



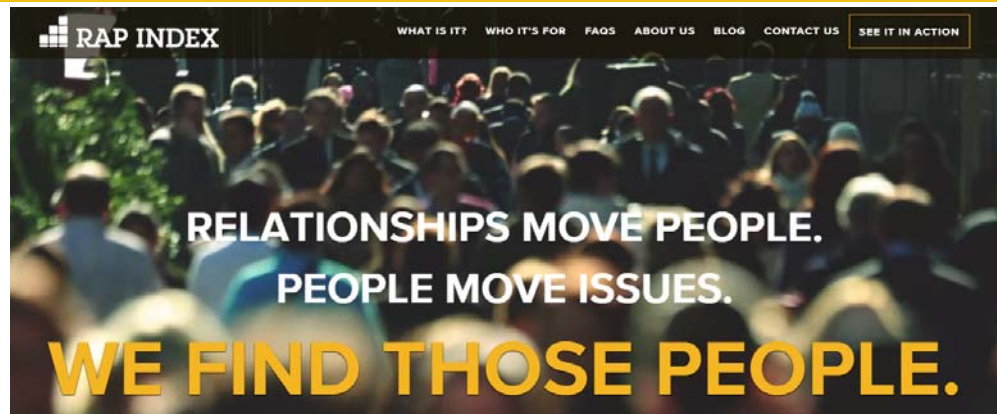
<https://www.fb.org/advocacy/advocates-tool-kit/>

Opportunities

Year Round Advocacy Calendar
Fly-ins with state affiliates:
Issue Briefings
Advocacy Preparedness Training
FB Advocacy App



Opportunities



Training Topics to Help Advocates



GRASSROOTS OUTREACH TEAM



ADVOCACY

Training Topics

**WHAT DOES IT TAKE TO MAKE
AN ADVOCATE A CHAMPION?**

**IMPACT OF YOUNG FARMER-
MILLENNIALS ON THE
POLITICAL PROCESS**

**FINDING THE NEEDLE IN THE
HAYSTACK:
ANALYTICS AND MICRO-TARGETING**

**USING ISSUES TO
ENGAGE MEMBERS**



Creative & Influential Content: Video Advocacy Training

Washington, D.C.
August 29, 2017

#farmvids



Training Topics



FARM BUREAU[®]
UNIVERSITY



Skill Builder: Advocacy

Three to Know

Remember the "Three to Know" from the Primer? Many actions are considered advocacy. We looked at advocating to the general public, media, and key influencers, legislative requests and political activities. We looked at effective and not-so-effective ways to approach advocacy and you evaluated where you are on the advocacy ladder. Now let's put it in to practice!

Many actions are considered advocacy.

There are effective and not so effective ways to approach advocacy.

Skill Builder: Advocacy

Draft an Email

Two sentences will appear. Choose the best sentence to add to your email.

Hi, I'm David Parker, a constituent of yours and Farm Bureau member from Ashland.

Hi, I'm David Parker, and I would like to share information with you regarding farm programs.

To: Representative Chandler
Subject: H.R. 1234

Post-Assessment: Advocacy & Policy Development

Let's Find Out What You Know!

Read the statement below and choose the best answer.

When calling a policymaker, it's best to take the time to fully explain how the bill affects you and Farm Bureau's position.

True False

Training Topics

Storytelling is the process of combining facts and narrative in order to communicate a message and an emotion to a target audience.

Training Topics



Training Topics



#4: Once upon a time there was ____.
Every day, _____. One day _____.
Because of that, _____. Because of that, _____.
Until finally _____.

Different Ways to Reach Advocates



Reach Advocates



Analytics provides information to help make better decisions and measure outcomes.

- Acquire & Organize
- Discover
- Analyze
- Plan
- Predict
- Better Decisions & Faster Actions

Reach Advocates

June 13, 2014, By Cody Lyon

Community Building: One #felfie at a Time

Successful advocacy needs a group committed to the success of each other and the organization. The American Farm Bureau Federation recently created a "grassroots ambassador" group of highly-trained members to be key advocates. We call this group the "Grassroots Outreach Team" or "GO Team." The GO Team members have all been part of one of four leadership training programs offered by Farm Bureau. They are our champions in advocacy

See how the Farm Bureau increased advocacy participation by 116% in 10 days with AAP!

One of our purposes in creating this group was to build a community or team rather than merely a bunch of Farm Bureau folks on the same email list. We want this group to comment on each others' op-eds, blog posts, social media contacts and share their own advocacy successes and support each other.

But, the 111 members of the Go Team are spread through nearly every state and grow or raise nearly every commodity you eat, and unfortunately, few of them have ever met in-person.

Social media is a great platform for connecting the GO Team members, but that doesn't mean guarantee they will become a community. So, how can the American Farm Bureau create a community of the organization's elite advocates? 📱

Well, we found a solution that is incredibly popular in Europe and has, in fact, become a craze: the #felfie! Or a "selfie" of a farmer on the farm.



Strategies for Integrating Grassroots Messaging

Strategic Action Team

- Public Policy
- Communications
- Advocacy & Political Affairs
- Legal
- Executive



Strategies for Integrating Grassroots Messaging

Issue Fly-Ins

- Message Development
- Political Analysis
- Issue Briefings
- Media Events
- Hill Visits

Use videos and graphics; engage with social media

Unique FB Advocacy social media channels

Integrate into main web platform



Questions?

