

**CERTIFICATE IN PAC AND  
GRASSROOTS MANAGEMENT –  
PAST ELIGIBLE PROGRAMS  
2013-2019**



Public Affairs Council  
MANAGE YOUR WORLD

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## 2013

Program Name	Date	Number of Credits	Content Area
National Grassroots Conference	February 5-8, 2013	6 credits	Grassroots
National PAC Conference	March 4-7, 2013	6 credits	PAC
Webinar: Compliance: Pay-to-Play and Gift Rules	March 14, 2013	1 credit	Compliance
Build a Social Media Program that Works	March 20, 2013	1 credit	Grassroots
Webinar: Opening Doors: How Key Contacts Build Relationships	March 21, 2013	1 credit	Grassroots
What's Your In-District Strategy?	April 11, 2013	2 credits	Grassroots
Webinar: Using Grassroots Advocates to Expand Your PAC	April 16, 2013	1 credit	Elective
Association PAC Compliance: A Legal Overview With Ken Gross	May 8, 2013	2 credits	Compliance
Webinar: From Zero to Grassroots: 10 Key Considerations for Building a Grassroots Program From Scratch	May 9, 2013	1 credit	Grassroots
Social Media and Advocacy Summit	May 15, 2013	3 credits	Grassroots
Public Affairs Training Seminar	June 11-12, 2013	1 credit	Elective
Senior-Level PAC FUNdraising Workshop	June 27, 2013	2 credits	PAC
PAC and Grassroots Legal Guidance	July 22, 2013	3 credits	Compliance
Smashing Silos: Best Practices for Coordinating PAC and Grassroots Strategies	July 23, 2013	3 credits	Elective
Webinar: Association PAC Compliance	September 4, 2013	1 credit	PAC
Webinar: Customers as Grassroots Advocates	September 10, 2013	1 credit	Grassroots

Fly-ins That Stand Out	September 12, 2013	2 credits	Grassroots
Making a Name For Yourself: Branding Advocacy Campaigns	September 18, 2013	2 credits	Grassroots
Webinar: Using Your Tweeps for Advocacy	September 19, 2013	1 credit	Grassroots
Legal Rules & Strategies	October 8, 2013	3 credits	Compliance
PAC Management Musts: 10 Strategies for Success	October 9, 2013	3 credits	PAC
Grassroots Management Musts: 10 Strategies for Success	October 10, 2013	3 credits	Grassroots
Webinar: Political Transparency and Corporate Responsibility	October 10, 2013	1 credit	Compliance
Webinar: Training Your Grassroots: What It Takes to Develop Trusted Advocates	October 24, 2013	1 credit	Grassroots
Webinar: Creating an Election Year PAC Plan	October 30, 2013	1 credit	PAC
Webinar: Engaging Your Corporate and Association Board to Enhance Your PAC	November 7, 2013	1 credit	PAC
Webinar: Global Grassroots	November 14, 2013	1 credit	Grassroots
LDA vs. IRS Filing Methods	December 4, 2013	1 credit	Compliance



## 2014

Webinar: Incentivizing PAC Involvement	January 30, 2014	1 credit	PAC
2014 National Grassroots Conference	February 3-6, 2014	6 credits	Grassroots
2014 National PAC Conference	March 3-6, 2014	6 credits	PAC
Webinar: Compliance: Pay-to-Play and Gift Rules	March 27, 2014	1 credit	Compliance
Political Writing That Works: How to Manage Your Political Message	April 2, 2014	1 credit	Grassroots
Effective Site Visits	April 3, 2014	2 credits	Grassroots
Webinar: Measuring and Communicating the Value of Grassroots	April 17, 2014	1 credit	Grassroots
Webinar: Grassroots x 50: Advocacy in the States	April 29, 2014	1 credit	Grassroots
Webinar: Think Outside the Box: Customers, Suppliers and the Public as Grassroots Advocates	May 8, 2014	1 credit	Grassroots
Webinar: Measuring and Communicating the Value of PACs	May 15, 2014	1 credit	PAC
Webinar: Effective Peer-to-Peer PAC Programs	May 22, 2014	1 credit	PAC
Public Affairs Training Seminar	June 10 – 11, 2014	1 credit	Elective
Senior-Level Association PAC FUNdraising	June 17, 2014	2 credits	PAC
Senior-Level Corporate PAC FUNdraising	June 19, 2014	2 credits	PAC
Webinar: Building a Grassroots Ambassador Program	June 26, 2014	1 credit	Grassroots
Grassroots Management Musts: 10 Strategies for Success	July 8, 2014	3 credits	Grassroots

Political Compliance Management	July 9, 2014	3 credits	Compliance
PAC Management Musts: 10 Strategies for Success	July 10, 2014	3 credits	PAC
Compliance Rules of Engagement in an Election Year	July 22, 2014	1 credit	Compliance
Social Media and Advocacy Summit	July 29, 2014	3 credits	Grassroots
Smashing Silos: Best Practices for Integrating PAC & Grassroots Programs	September 16, 2014	3 credits	Elective
Fly-Ins That Stand Out	September 17, 2014	2 credits	Grassroots
Webinar: Tweeps for Advocacy	September 25, 2014	1 credit	Grassroots
Webinar: Reporting Back to PAC Donors	October 2, 2014	1 credit	PAC
Webinar: PAC Videos That Have an Impact	October 14, 2014	1 credit	PAC
Grassroots Management Musts: 10 Strategies for Success	October 21, 2014	3 credits	Grassroots
Political Compliance Management	October 22, 2014	3 credits	Compliance
PAC Management Musts: 10 Strategies for Success	October 23, 2014	3 credits	PAC
Webinar: PAC Incentives and Rewards that Fit Your Culture	October 28, 2014	1 credit	PAC
Once Upon a Time: Storytelling for Public Affairs	November 13, 2014	2 credits	Grassroots
Webinar: Building Your 2016 Election Cycle Strategy	November 13, 2014	1 credit	PAC
Political Transparency and Corporate Responsibility	November 18, 2014	1 credit	Compliance
Webinar: LDA vs. IRS Filing Methods	December 4, 2014	1 credit	Compliance

## 2015

Webinar: Building a 365-Day Engagement Plan for Your PAC	January 29, 2015	1 credit	PAC
National Grassroots Conference	February 3-6, 2015	6 credits	Grassroots
National PAC Conference	February 23-26, 2015	6 credits	PAC
Webinar: Legal Guidance for Social Media	March 12, 2015	1 credit	Compliance
Write to Change the World: How to Manage Your Political Message	March 26, 2015	2 credits	Grassroots
Webinar: Measuring and Communicating the Value of Social Media for Public Affairs	April 7, 2015	1 credit	Grassroots
Building an Effective In-District Strategy	April 14, 2015	2 credits	Grassroots
Webinar: Compliance: Pay-to-Play and Gift Rules	April 16, 2015	1 credit	Compliance
Webinar: Measuring and Communicating the Value of Grassroots	April 21, 2015	1 credit	Grassroots
Webinar: Using Infographics for Advocacy	April 28, 2015	1 credit	Grassroots
Webinar: Compliance at the State Level	May 7, 2015	1 credit	Compliance
Grassroots Management Musts	May 12, 2015	3 credits	Grassroots
Political Compliance Management	May 13, 2015	3 credits	Compliance
PAC Management Musts	May 14, 2015	3 credits	PAC
Webinar: Grassroots x 50: Advocacy in the States	May 21, 2015	1 credit	Grassroots
Webinar: Measuring and Communicating the Value of PACs	June 2, 2015	1 credit	PAC
Public Affairs Management Seminar	June 9-10, 2015	1 credit	Elective
PAC Fundraising That Works	June 23, 2015	2 credits	PAC



Developing Effective PAC Champions	June 24, 2015	1 credit	PAC
Cultivating Grassroots Ambassadors	June 24, 2015	1 credit	Grassroots
Association PAC Strategies & Solutions	July 14, 2015	1 credit	PAC
Webinar: Boosting Your PAC with PAC Charitable Match	July 16, 2015	1 credit	PAC
Webinar: Engaging the Scientist, Ph.D. and Other Non-Politicos in Your Political Programs	July 23, 2015	1 credit	Grassroots
Digital Media and Advocacy Summit	July 22, 2015	3 credits	Grassroots
Webinar: Twitter for Advocacy	September 10, 2015	1 credit	Grassroots
Smashing Silos: Best Practices for Integrating PAC and Grassroots Programs	September 16, 2015	3 credits	Elective
Fly-Ins That Stand Out	September 17, 2015	2 credits	Grassroots
Measuring and Monitoring Digital Advocacy Campaigns	September 22, 2015	1 credit	Grassroots
Webinar: PAC and Grassroots Videos That Have an Impact	October 1, 2015	1 credit	Elective
Webinar: When Does Senior Management Engagement Qualify as Lobbying Activity?	October 6, 2015	1 credit	Compliance
Branding Advocacy Campaigns	October 7, 2015	1 credit	Grassroots
Webinar: Incentivizing PAC Involvement	October 8, 2015	1 credit	PAC
Grassroots Management Musts	October 20, 2015	3 credits	Grassroots
Political Compliance Management	October 21, 2015	3 credits	Compliance
PAC Management Musts	October 22, 2015	3 credits	PAC
Advocacy for Regulatory Success	October 27, 2015	1 credit	Grassroots



Keeping Your 2016 Convention Plan Compliant	October 28, 2015	1 credit	Elective
Webinar: Creating an Election-Year PAC Plan	October 29, 2015	1 credit	PAC
Webinar: Reporting Back to PAC Donors	November 5, 2015	1 credit	PAC
Leveraging Site Visits and Facility Tours to Build Relationships with Legislators	November 9, 2015	1 credit	Grassroots
Webinar: Drive Long-Term Engagement: PAC and Grassroots Education Programs That Really Work	November 17, 2015	1 credit	Elective
Storytelling for Advocacy	November 18, 2015	2 credits	Grassroots
Building an Effective Online Content Strategy	November 18, 2015	2 credits	Grassroots
Political Transparency and Corporate Responsibility	November 19, 2015	1 credit	Compliance
Webinar: LDA vs. IRS Filing Methods	December 3, 2015	1 credit	Compliance
Webinar: SEO for Advocacy: Improving How Your Online Audience Finds You	December 9, 2015	1 credit	Grassroots



## 2016

2016 National PAC Conference	March 7-10, 2016	6 credits	PAC
Incentivizing Long-Term PAC Engagement	January 20, 2016	2 credits	PAC
Webinar: Making the Most of the 2016 Conventions	February 9, 2016	1 credit	Elective
Webinar: State Compliance: Recent Changes to State Lobbying Laws	February 16, 2016	1 credit	Compliance
Political and Advocacy Writing Workshop	February 24, 2016	3 credits	Grassroots
Measuring and Monitoring Digital Advocacy Campaigns	February 25, 2016	2 credits	Grassroots
Legal Guidance for Social Media	February 25, 2016	2 credits	Compliance
National PAC Conference	March 7-10, 2016	6 credits	PAC
Building an In-District Grassroots Strategy	April 5, 2016	2 credits	Grassroots
Election Year Engagement Strategies	April 6, 2016	2 credits	Grassroots
Election Year Compliance Challenges	April 6, 2016	2 credits	Compliance
Webinar: Compliance: Pay-to-Play and Gift Rules	April 12, 2016	1 credit	Compliance
Digital Advertising Workshop	April 12, 2016	3 credits	Grassroots
Webinar: Measuring and Communicating the Value of Social Media for Public Affairs	April 19, 2016	1 credit	Grassroots
Webinar: Effective Ways to Use Your PAC Board	April 28, 2016	1 credit	PAC
Political Compliance Management	May 4, 2016	3 credits	Compliance
PAC Fundraising That Works	May 5, 2016	2 credits	PAC

Planning and Managing Issue Advocacy Campaigns	May 10, 2016	2 credits	Grassroots
Engaging the Scientist, Ph.D. and Other Non-Politicos in Your Political Programs	May 11, 2016	2 credits	Grassroots
Webinar: Using Surveys and Focus Groups to Target Your PAC Efforts	May 19, 2016	1 credit	PAC
Using PAC Match to Inspire Your PAC Community	May 24, 2016	2 credits	PAC
Webinar: Using Social Media to Engage with State Lawmakers	June 2, 2016	1 credit	Grassroots
Developing Effective PAC Champions	June 8, 2016	2 credits	PAC
Public Affairs Management Seminar	June 14-15, 2016	1 credit	Elective
National Grassroots Conference	June 20-22, 2016	6 credits	Grassroots
Digital Media and Advocacy Summit	June 23, 2016	3 credits	Grassroots
Webinar: Measuring and Communicating the Value of PACs	June 28, 2016	1 credit	PAC
Webinar: Compliance at the State Level	July 20, 2016	1 credit	Compliance
Cultivating Grassroots Ambassadors	September 8, 2016	2 credits	Grassroots
Webinar: Twitter for Advocacy: Influencing Policy in 140 Characters or Less	September 8, 2016	1 credit	Grassroots
Storytelling for Advocacy	September 13, 2016	2 credits	Grassroots
Webinar: Post-Election Engagement of Your PAC and Grassroots Community	September 13, 2016	1 credit	Elective
Fly-Ins That Stand Out	September 14, 2016	2 credits	Grassroots
Building an Integrated PAC and Grassroots Communications Strategy	September 15, 2016	2 credits	Elective

Using Events and Meetings to Increase Your Grassroots and PAC Impact	September 15, 2016	2 credits	Elective
Measuring and Communicating the Value of Grassroots	September 20, 2016	1 credit	Grassroots
Developing Impactful Content for Advocacy	September 22, 2016	1 credit	Grassroots
Webinar: PAC and Grassroots Videos That Have an Impact	October 4, 2016	1 credit	Elective
Effective PAC Management	October 5, 2016	2 credits	PAC
Political Compliance Management	October 6, 2016	3 credits	Compliance
Webinar: Compliance: When Does Senior Management Engagement Qualify as Lobbying Activity?	October 11, 2016	1 credit	Compliance
Regulatory Advocacy: Making an Impact	October 18, 2016	1 credit	Grassroots
Webinar: How Analytics Can Help Grow Your PAC	October 20, 2016	1 credit	PAC
Webinar: Grassroots in the States: Amplify Your Message	October 26, 2016	1 credit	Grassroots
Webinar: Compliance: State-Level Laws and Recent Trends	October 27, 2016	1 credit	Compliance
Webinar: Snapchat for Advocacy 101	November 1, 2016	1 credit	Grassroots
Webinar: Using Infographics for Advocacy	November 3, 2016	1 credit	Grassroots
Political Transparency and Corporate Responsibility	November 15, 2016	2 credits	Compliance
Speechwriting for Public Affairs	November 16, 2016	2 credits	Elective
Webinar: Understanding Post-Election and Inaugural Compliance	November 17, 2016	1 credit	Compliance
Webinar: Reporting Back to PAC Donors	December 1, 2016	1 credit	PAC

Creative Content for Advocacy	December 6, 2016	2 credits	Grassroots
Public Affairs Writing Workshop: Improve Your Policy Communications Skills	December 6, 2016	2 credits	Elective
Webinar: Compliance: LDA v. IRS Filing Methods	December 8, 2016	1 credit	Compliance

## 2017

Webinar: Using Data for Advocacy and Government Relations	January 10, 2017	1 credit	Grassroots
Webinar: Incentivizing Long-Term PAC Engagement	January 12, 2017	1 credit	PAC
Measuring and Monitoring Your Digital Advocacy Efforts	January 25, 2017	2 credits	Grassroots
Webinar: Compliance Across the States	January 26, 2017	1 credit	Compliance
The Advocacy Conference (previously GRC)	January 30- February 2, 2017	6 credits	Grassroots
2017 National PAC Conference	March 6-9, 2017	6 credits	PAC
Writing Workshop: Persuasive Writing	March 22, 2017	2 credits	Grassroots
Intensive Workshop: Digital Advertising for Public Affairs	March 30, 2017	3 credits	Grassroots
Media Training for Public Affairs and Communications Professionals	April 5, 2017	2 credits	Elective
Webinar: Visual Storytelling for Public Affairs	April 11, 2017	1 credit	Grassroots
Public Affairs Compliance Rules & Strategies	May 2, 2017	3 credits	Compliance
Utilizing PAC Charitable Match	May 3, 2017	2 credits	PAC
Webinar: Increasing Political Engagement at Your Association	May 18, 2017	1 credit	Elective
Speechwriting and Public Speaking For Public Affairs	May 23, 2017	2 credits	Elective
Digital Media and Advocacy Summit	June 13, 2017	3 credits	Grassroots
In-District Grassroots and Advocacy Strategies	June 15, 2017	2 credits	Grassroots

Webinar: Communicating the Value of Online Advocacy and Social Media for Public Affairs	June 21, 2017	1 credit	Elective
Webinar: Engaging the Next Generation in Grassroots	June 22, 2017	1 credit	Grassroots
Innovative PAC Fundraising Strategies	June 27, 2017	2 credits	PAC
Online and Social Media Compliance for PACs & Grassroots Advocacy	June 27, 2017	2 credits	Compliance
Planning Impactful Fly-Ins	July 18, 2017	2 credits	Grassroots
Maximizing Grassroots Ambassadors	July 19, 2017	2 credits	Grassroots
Leveraging PAC Champion Programs	July 19, 2017	2 credits	PAC
Webinar: Metrics to Show Your Grassroots Value	July 25, 2017	1 credit	Grassroots
Webinar: Refreshing Your PAC Pitch	July 27, 2017	1 credit	PAC
Webinar: Conducting a PAC Communications Audit	September 12, 2017	1 credit	PAC
Public Affairs and Advocacy Writing Workshop	September 12, 2017	3 credits	Grassroots
Engaging Non-Politicos in Your Political Programs	September 14, 2017	2 credits	Elective
Webinar: Measuring and Communicating the Value of Your PAC	September 20, 2017	1 credit	PAC
Webinar: Training Your Advocates to Be Storytellers	September 20, 2017	1 credit	Grassroots
Webinar: Refreshing Your PAC Pitch	October 4, 2017	1 credit	PAC
Webinar: Using Twitter for Public Affairs and Advocacy Engagement	October 10, 2017	1 credit	Grassroots

Webinar: Engaging Nontraditional Advocates: Customers, Patients and the Public	October 12, 2017	1 credit	Grassroots
Webinar: Leveraging LinkedIn for Advocacy and Reputation Management	October 17, 2017	1 credit	Grassroots
Political Compliance Management – Part of The Political Strategy Forum	October 17, 2017	3 credits	Compliance
Effective PAC Management – Part of The Political Strategy Forum	October 18, 2017	2 credits	PAC
Managing Your Grassroots Strategy – Part of The Political Strategy Forum	October 18, 2017	2 credits	Grassroots
Webinar: Leveraging Facebook and Instagram for Advocacy	October 23, 2017	1 credit	Grassroots
Regulatory Advocacy	October 25, 2017	3 credits	Elective
Best Practices for Corporate Fly-Ins	October 26, 2017	1 credit	Grassroots
Grasstops and Influencer Engagement	November 1, 2017	2 credits	Grassroots
Webinar: State-Level Compliance: Lobby Laws, Procurement and Pay-to-Play	November 2, 2017	1 credit	Compliance
Webinar: Reporting Out to Your PAC Community	November 8, 2017	1 credit	PAC
Webinar: Developing a Year-Round Advocate Training Program	November 15, 2017	1 credit	Grassroots
How Strategic Communications Drives Public Affairs	November 15, 2017	2 credits	Elective
Webinar: Creating an Election Year PAC Strategy	November 30, 2017	1 credit	PAC
Webinar: Grassroots and PAC Videos That Drive Engagement	December 7, 2017	1 credit	Elective
Webinar: Compliance: LDA v. IRC Filing Methods	December 13, 2017	1 credit	Compliance



## 2018

Incentivizing Long-Term PAC Engagement	January 18, 2018	2 credits	PAC
Writing Workshop: Persuasive Writing	January 23, 2018	2 credits	Grassroots
Creating a Robust Election-Year PAC Plan	January 30, 2018	3 credits	PAC
Webinar: State Compliance	January 31, 2018	1 credit	Compliance
The Advocacy Conference	February 5-8, 2018	6 credits	Grassroots
National PAC Conference	March 4-7, 2018	6 credits	PAC
Social Media for Advocacy Workshop	March 20, 2018	2 credits	Grassroots
Storytelling for Public Affairs and Policy Professionals Workshop	March 20, 2018	2 credits	Grassroots
Webinar: Lobbying Compliance: Filing LD-2 and LD-203	March 22, 2018	1 credit	Compliance
Webinar: PAC Bylaws: Have You Read Yours Lately?	March 27, 2018	1 credit	PAC
Legal Seminar: Political Compliance Overview	April 12, 2018	3 credits	Compliance
Webinar: PAC Essentials: Conducting Successful Candidate Meetings	April 16, 2018	1 credit	PAC
Digital Advertising Intensive Workshop	April 25, 2018	3 credits	Grassroots
Workshop: Managing and Leveraging Your PAC Board	April 26, 2018	2 credits	PAC
Webinar: Engaging the Next Generation in Grassroots	May 10, 2018	1 credit	Grassroots
Workshop: Speechwriting and Presentation Skills Workshop	May 22, 2018	2 credits	Elective
Webinar: Best Practices for Handling Fundraising Invitations	June 7, 2018	1 credit	PAC
Digital Media and Advocacy Summit	June 14, 2018	3 credits	Grassroots

Workshop: In-District Grassroots Strategies That Work	June 20, 2018	2 credits	Grassroots
Workshop: Cultivating Grassroots Ambassadors	July 12, 2018	2 credits	Grassroots
Workshop: Online and Social Media Legal Compliance	July 12, 2018	2 credits	Compliance
Workshop: Media Training for Public Affairs	July 17, 2018	2 credits	Elective
Workshop: Prior Approval: Compliance and Best Practices for Association PACs	July 17, 2018	2 credits	Compliance
Webinar: Creating, Launching and Learning from a PAC Survey	July 24, 2018	1 credit	PAC
Workshop: creating imPACTful PAC Content	July 26, 2018	2 credits	PAC
Compliance Training: Lobbying Compliance: Filing LD-2 and LD-203	September 12, 2018	1 credit	Compliance
Public Affairs Management Seminar	September 12, 2018	2 credits	Elective
Workshop: Effective PAC Peer-to-Peer Programs	September 13, 2018	2 credits	PAC
Workshop: Training Grassroots Advocates for Success	September 13, 2018	2 credits	Grassroots
Webinar: The Strategy Behind Ballot Measures	September 19, 2018	1 credit	Grassroots
Public Affairs Writing Workshop	September 20, 2018	3 credits	Grassroots
Webinar: Train the Trainer: Top 10 Do's and Don'ts for Capitol Hill Meetings	October 10, 2018	1 credit	Grassroots
Workshop: Grassroots Advocacy 101	October 23, 2018	2 credits	Grassroots
Workshop: PAC Management 101	October 23, 2018	2 credits	PAC
Workshop: Political Compliance Management	October 24, 2018	3 credits	Compliance
Workshop: Strategic Communications for Public Affairs Workshop	October 30, 2018	2 credits	Elective

Workshop: Fly-Ins That Stand Out	November 14, 2018	2 credits	Grassroots
Workshop: Regulatory Advocacy	November 15, 2018	3 credits	Elective
Workshop: Grasstops and Influencer Engagement	December 4, 2018	2 credits	Grassroots
Workshop: Planning and Managing Issue Advocacy Campaigns	December 4, 2018	2 credits	Grassroots
Workshop: Fundraising in Review: A Look at 2018's Most Successful PAC Campaigns	December 5, 2018	2 credits	PAC
Compliance Training: Lobbying Compliance: LDA v. IRC Filing Methods	December 12, 2018	1 credit	Compliance
Workshop: Refreshing Your PAC Pitch	December 13, 2018	2 credits	PAC
Workshop: Media Training for Public Affairs and Communications Professionals	December 13, 2018	2 credits	Elective

## 2019

Webinar: Measuring and Communicating the Value of your PAC	January 14, 2019	1 Credit	PAC
Compliance Webinar: State Lobbying Rules and Regulations	January 23, 2019	1 Credit	Compliance
The Advocacy Conference	January 28-31, 2019	6 Credits	Grassroots
Hands-On Workshop: Digital Advocacy Content Creation	February 13, 2019	2 Credits	Grassroots
Workshop: Advocacy Data Management and Optimization	February 21, 2019	2 Credits	Grassroots
Webinar: Diversity and Inclusion in Public Affairs	February 21, 2019	1 Credit	Elective
National PAC Conference	March 3-6, 2019	6 Credits	PAC
Compliance Webinar: LD-2 and LD-203s	March 12, 2019	1 Credit	Compliance
Webinar: Advocate Acquisition and Petition Platforms	March 19, 2019	1 Credit	Grassroots
Workshop: Persuasive Writing	March 20, 2019	2 Credits	Grassroots
Workshop: Social Media for Advocacy	March 28, 2019	2 Credits	Grassroots
Workshop: Storytelling for Advocacy	April 3, 2019	2 Credits	Grassroots
Compliance Workshop: Political Compliance Seminar	April 16, 2019	3 Credits	Compliance
Webinar: Transparency in Your Political Programs	April 30, 2019	1 Credit	PAC
Workshop: Storytelling for State and Federal Legislative Meetings	May 8, 2019	2 Credits	Grassroots
Workshop: Strategies to Drive Long-Term PAC Engagement	May 16, 2019	2 Credits	PAC
Workshop: engagement and Motivating Advocates	May 22, 2019	2 Credits	Grassroots
Webinar: Rebuilding Trust After a Crisis	May 22, 2019	1 Credit	Elective

Digital Media and Advocacy Summit	June 13, 2019	3 Credits	Grassroots
Public Affairs Bootcamp for Consultants	June 19, 2019	3 Credits	Elective
Workshop: Using Meetings and Events to Grow Your Political Programs	June 26, 2019	2 Credits	Elective
Successful PAC Communications: Solicitation Workshop	June 26, 2019	2 Credits	PAC
Workshop: Speechwriting and Public Speaking	July 10, 2019	2 Credits	Elective
Workshop: How to Win Issue Advocacy and Ballot Measure Campaigns	July 10, 2019	2 Credits	Grassroots
Compliance Workshop: Prior Approval and Association PAC Compliance	July 16, 2019	2 Credits	Compliance
Workshop: Building Effective Grasstops, Key Contacts, and Ambassadors Programs	July 16, 2019	2 Credits	Grassroots
Webinar: Visual Storytelling for Education and Persuasion	July 23, 2019	1 Credit	Grassroots
Webinar: Measuring and Communicating Digital Metrics	July 24, 2019	1 Credit	Grassroots
Compliance Webinar: LD-2 and LD-203s	September 4, 2019	1 Credit	Compliance
Webinar: Developing a Next Generation Grassroots Program	September 5, 2019	1 Credit	Grassroots
Webinar: Building and Leveraging PAC Charitable Match	September 10, 2019	1 Credit	Grassroots
Public Affairs Leadership Workshop	September 12, 2019	3 Credits	Elective
Compliance Workshop: Online and Social Media Compliance for PAC and Grassroots	September 17, 2019	2 Credits	Compliance

Workshop: Crafting a Winning Digital Strategy	September 17, 2019	2 Credits	Grassroots
Workshop: Training Grassroots Advocates for Success	September 18, 2019	2 Credits	Grassroots
Workshop: Successful PAC Peer to Peer Programs	September 19, 2019	2 Credits	PAC
Workshop: Policy Impact Series: Regulatory Advocacy Bootcamp	October 10, 2019	2 Credits	Elective
Workshop: Grassroots Management Bootcamp	October 16, 2019	2 Credits	Grassroots
Workshop: PAC Management Bootcamp	October 16, 2019	2 Credits	PAC
Compliance Workshop: Political Compliance Overview	October 17, 2019	3 Credits	Compliance
Workshop: Master Class on digital Advertising for Public Affairs	October 24, 2019	3 Credits	Grassroots
Workshop: Employee Engagement and Communications Strategy	October 30, 2019	2 Credits	Elective
Workshop: PAC Governance: Boards, Bylaws, and Budgets	November 7, 2019	2 Credits	PAC
Workshop: Strategic Communications	November 14, 2019	2 Credits	Elective
Workshop: Project Management for Public Affairs	November 14, 2019	2 Credits	Elective
Workshop: Media Training	November 19, 2019	2 Credits	Elective
Workshop: Public Affairs Writing	December 4, 2019	3 Credits	Grassroots
Workshop: PAC Content that Resonates	December 5, 2019	2 Credits	PAC
Webinar: PAC Essentials: Practicing Good Governance	December 5, 2019	1 Credit	PAC
Compliance Webinar: LDA versus IRC	December 11, 2019	1 Credit	Compliance

Webinar: Starting a Grassroots Program From Scratch	December 12, 2019	1 Credit	Grassroots
Workshop: Digital Rapid Response and Online Reputation Management	December 12, 2019	2 Credits	Grassroots