

Driving Long-Term Engagement: PAC and Grassroots Education Programs that Really Work

November 17, 2015

What We'll Cover

Designing Your Training Curriculum

Selecting a Medium (High-Touch vs. Low-Touch)

Keeping People Engaged

Content Should Support Your Goals



What Are Your
Policy Goals?

What do you need
out of your
advocacy program
to achieve these
goals?

Content should
support these
objectives

Medium Should Complement Message

Match the medium with the message



High Touch
for In-Person
Tasks

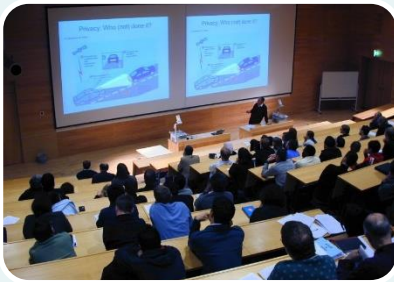


Low-Touch
for refreshers
and remote tasks

Media to consider



High-Touch Formats



Traditional
Seminars

Works well
for large
groups



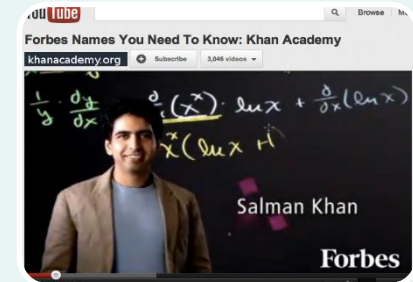
Workshops

Interactive
content



Ted-Style
Talk

Short,
direct,
works well
on video



Bite-sized
content

Practical
how-tos,
Khan
Academy

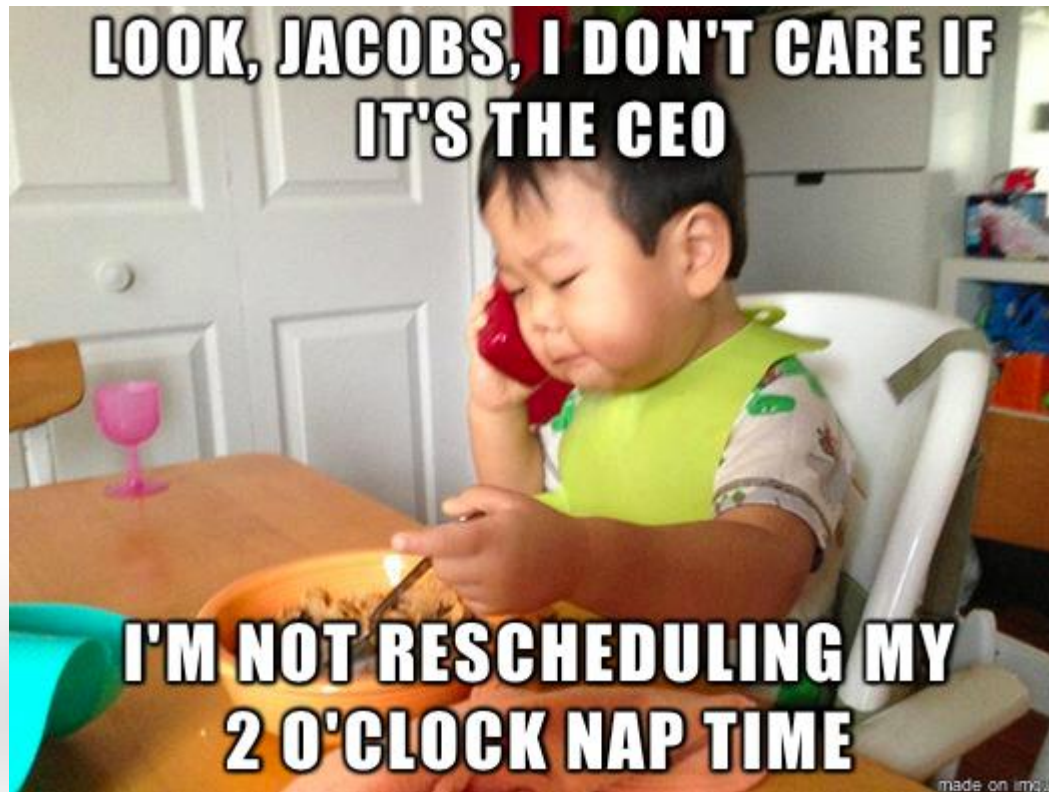


Reinforce Content with Practical Application





Be Consistent



Keeping Advocates Engaged

ARISTOTLE
Now You Know™



Be Yourself



Keeping Advocates Engaged

Make feedback easy



Keeping Advocates Engaged

ARISTOTLE
Now You Know™

Say thank you!

