



Advocacy Leadership Training Sample Agenda for Virtual Training

This training will be conducted virtually over the course of five evenings. Advocates will receive training in the following areas

1. Advocacy Strategy
2. Storytelling & Communications
3. Community Organizing
4. Influencing Decision Makers

NIGHT 1: Welcome & Your Advocacy Story

Join Here: [link to virtual training]

7:00pm Local Time	<p>Introductions & Community Building</p> <p>Participants will introduce themselves to the group. They will begin networking and building relationships with members of their Congressional cohort.</p>
8:00pm Local Time	<p>Imagining the Future We Want</p> <p>Participants will engage in an imaginative exercise that explores why they're interested in advocacy and what kind of future they want to advocate for.</p>

NIGHT 2: The Power of Constituent Advocacy

Join Here: [link to virtual training]

7:00pm Local Time	<p>The Untapped Power of Constituent Advocacy</p> <p>Participants will explore the program's four core values and why constituent advocacy is the untapped power that makes advancing social justice and the common good possible.</p>
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8:00pm Local Time	Storytelling for Advocacy Effective storytelling raises awareness, changes hearts and minds, mobilizes others, and influences policy. Participants will learn how to tell their personal advocacy story in order to achieve these goals.
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NIGHT 3: The Foundations of Advocacy

Join Here: [link to virtual training]

7:00pm Local Time	How to Build an Advocacy Strategy Participants will learn what is required to build an effective advocacy strategy.
8:00pm Local Time	The Power of Community: Community Organizing 101 Participants will learn what community organizing is and why it is the cornerstone of an effective advocacy strategy.

NIGHT 4: The Advocate's Toolbox

Join Here: [link to virtual training]

7:00pm Local Time	Using the Press & Social Media for Good Participants will learn how to leverage the press and social media in order to build support for their advocacy goals.
8:00pm Local Time	How to Build a Relationship with Decision Makers Building a relationship with your community's leaders - especially its elected officials - is the best way to get them to support your advocacy goals. Participants will learn how to effectively do this.

(Please see the next page for a description of "NIGHT 5: Lessons Learned & Sending Forth.")

NIGHT 5: Lessons Learned & Sending Forth

Join Here: [link to virtual training]

Four weeks after the last night of the virtual training, participants are expected to attend a virtual follow-up meeting. At this meeting, participants will reflect on their advocacy “field work” experience. Congressional cohorts will also present their 6-month advocacy strategy.

7:00pm Local Time	Debriefing Advocacy “Field Work” Participants will reflect their advocacy “field work” experience with each other: what did they learn, what did they find challenging, what are their hopes for the future, etc.
8:00pm Local Time	Presenting 6-Month Advocacy Strategies Cohorts will present their 6-month advocacy strategy to the full group.
8:50pm Local Time	Certification Ceremony & the Sending Forth This training is only the beginning! Participants now have the basic skills required to make a positive difference within their communities.