

Sample Agenda for Virtual Training

Advocacy Leadership Program

This training will be conducted virtually over the course of three 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 & the Power of Advocacy

Join Here: [\[link to virtual training\]](#)

7:00pm Local Time	The Untapped Power of Constituent Advocacy Participants will explore the program's three core values and why constituent advocacy is the untapped power that makes advancing social justice and the common good possible.
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.

NIGHT 2: 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 3: 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.

NIGHT 4: Follow-Up & Next Steps

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. 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 learned, 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 Road Ahead This training is only the beginning! Participants now have the basic skills required to make a positive difference within their communities.