

THE CAMPAIGN WORKSHOP

ADVOCACY TRAINING

Washington, DC. April 24 - 25

Tuesday, April 24

7:30 - 8:30 am	Registration & Breakfast	
8:30 - 9:00 am	Welcome & Introductions	Joe Fuld
9:00 - 9:45 am	Defining Your Advocacy Goals	Joe Fuld
9:45 - 10:00 am	BREAK	
10:00 - 10:45 am	Storytelling for Advocacy	Amy Kramer
10:45 - 10:55 am	BREAK	
10:55 - 11:45 am	Lobbying for Advocacy	Monisha Smith
11:45 - 12:15 pm	Lobby Day Group Breakout Session	Monisha Smith
12:15 - 1:15 pm	LUNCH	
1:15 - 2:00 pm	Website, Email, and more for Advocacy	Vicky Schumacher
2:00 - 2:45 pm	Grassroots and Grasstops Advocacy	Christopher Coes
2:45 - 3:00 pm	BREAK	
3:00 - 3:45 pm	Messaging for your Advocacy Campaign	Joe Fuld
3:45 - 4:30 pm	Message Box Exercise	Joe Fuld
4:30 - 6:30 pm	Ellipse Rooftop Bar	

Wednesday, April 25

7:30 - 8:30 am	Breakfast	
8:30 - 9:15 am	Fundraising & Budgeting for Advocacy	Amie Kershner
9:15 - 9:45 am	Fundraising Exercise / Role Play	Amie Kershner

9:45 - 10:00 am

BREAK

10:00 - 11:00 am	Paid Digital Communications	Lizzie Kendrick
11:00 - 12:00 pm	Organic Digital Communications	Joe Fuld

12:00 - 1:15 pm

LUNCH

1:15 - 2:00 pm	Coalition Building for Advocacy	Martín Diego Garcia
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2:00 - 2:15 pm

BREAK

2:15 - 3:00 pm	Targeting and Data for Advocacy	Andrew Brown
3:00 - 3:45 pm	Using Phones to Create Off-Line Action	Kyla Sabado

3:45 - 4:00 pm

BREAK

4:00 - 4:45 pm	Harnessing the Power of Influencers for Advocacy	Amanda Hite
4:45 - 5:00 pm	Wrap Up	