Download materials at advocacyassociates.com/freebies

# Components of Trainings

## Basic advocacy/fly-in session: have you prepared for…

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  | What you want: Making the ask |
|  | Who you’re talking to: Knowing the audience |
|  | How to talk to them: Knowing your message |
|  | How to follow-up: The “at-home” plan |
|  | Encourage engagement through practice phone scripts |
|  | Exercises during the presentation |
|  | Post webinar materials |

## Building relationships session: have you identified…

|  |  |  |
| --- | --- | --- |
|  | Options/strategies to suggest | A screenshot of a cell phone  Description automatically generated |
|  | Whether they need a basic training |
|  | Messaging strategies |
|  | Outcomes and expectations |
|  |  |
|  |  |
|  |  |
|  |  |

## Grassroots leader session: are you ready to help them with…

|  |  |  |
| --- | --- | --- |
|  | Setting SMART goals |  |
|  | Knowing their audience |
|  | Identifying their resources |
|  | Establishing winning messages |
|  | Developing an action plan |

# Message Formula

Hello, my name is [] and I’m from [] (establishes relevancy)

I am here to talk to you about [key asks]

Knowing of your interest in [info about your audience] I think you’ll be interested as well

This is important to the people I represent because [personal story]

That’s why I really hope you’ll [ask]

I’d like to follow-up by [follow-up ideas]

Contact information?

# Specifics for Advocacy Training Webinars

|  |  |  |
| --- | --- | --- |
|  | Prepare poll questions |  |
|  | Use the chat area effectively |
|  | Create pre-event scripts |
|  | Give advocates time to do exercises and report back |
|  | Set up websites, etc. before the session and have a Plan B (and C. and D). |

# Specifics for online classes

|  |  |  |
| --- | --- | --- |
|  | Mix up the learning materials (videos, documents, etc.) |  |
|  | Choose between asynchronous, synchronous and hybrid approaches |
|  | KISS (Keep It Simple Stupid) |
|  | Use LMS that suits your needs (and budget) |
|  | Consider further engagement through micro-certifications |