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 |  |