

# THE CAMPAIGN WORKSHOP

## September 12, 2019: Advocacy Basics and Overview

8:00 - 8:30 am	Registration & Breakfast	
8:30 - 9:00 am	Welcome & Introductions	Martín Diego Garcia
9:00 - 9:45 am	Defining Your Advocacy Goals	Joe Fuld
9:45 - 10:00 am	<b>BREAK</b>	
10:00 - 10:45 am	Storytelling for Advocacy	Martín Diego Garcia
10:45 - 11:00 am	<b>BREAK</b>	
11:00 - 11:45 am	Messaging for Your Advocacy Campaign	Joe Fuld
11:45 - 12:15 pm	Message Box Exercise	Joe Fuld
12:15 - 1:15 pm	<b>LUNCH</b>	
1:15 - 2:00 pm	Targeting & Data Advocacy	Marvin Steele
2:00 - 2:45 pm	Organizing for Advocacy	Christopher Coes
2:45 - 3:00 pm	<b>BREAK</b>	
3:00 - 3:45 pm	Coalition Building for Advocacy	Hannah Willard
3:45 - 4:30 pm	Lobbying for Advocacy	Marvin Steele
4:30 - 5:00 pm	Lobby Day Group Breakout Session	Marvin Steele
5:00 - 5:20 PM	Q&A	Joe Fuld & Martín Diego Garcia
5:30 - 7:00 PM	Reception	Location: TBD

## September 13, 2019: Building a Successful Advocacy Campaign

<b>8:00 - 8:30 am</b>	Breakfast	
<b>8:30 - 8:45 AM</b>	Recap & Questions	Joe Fuld & Martín Diego Garcia
<b>8:45 - 9:45 AM</b>	VAST & Powermapping	Martín Diego Garcia
<b>9:45 - 10:00 am</b>	<b>BREAK</b>	
<b>10:00 - 10:45 am</b>	Fundraising & Budgeting for Advocacy	Joe Sangirardi
<b>10:45 - 11:15 am</b>	Fundraising Exercise / Role Play	Joe Sangirardi
<b>11:15 - 11:30 am</b>	<b>BREAK</b>	
<b>11:30 - 12:15 am</b>	Using Phones to Create Off-Live Action	Katie Kavanaugh & Will Wrigley, Stones Phones
<b>12:15 - 1:15 pm</b>	<b>LUNCH</b>	
<b>1:15 - 2:15 pm</b>	Organic Digital Communications	Lizzie Kendrick
<b>2:15 - 3:00 PM</b>	<b>BREAK</b>	
<b>3:00 - 3:45 PM</b>	Paid Digital Communications	Lizzie Kendrick
<b>3:45 - 4:30 PM</b>	Q&A + Wrap Up	Joe Fuld & Martín Diego Garcia