

Advocacy 101 Training

25th and 26th of July 2023

Virtual via Zoom

DAY ONE: Smaller Group Training Session (1 ½ hours)

10-mins	Welcome and Introductions
10-mins	What makes credit unions different? <ul style="list-style-type: none">• Why credit unions exist• Structure, Value, Impact
30-mins	The Importance of Story <ul style="list-style-type: none">• Identifying your credit union stories (from pre-work)• Sharing stories in Zoom break-out groups
15 mins	The Advocacy Lifecycle
15-mins	Refining Your Story <ul style="list-style-type: none">• Return to stories from earlier and begin to refine stories for effectiveness—highlighting the structure, value, and impact and tailor for the appropriate advocacy audience.
8-mins	Bringing it together: Stories and Advocacy
2-mins	Close Session

DAY TWO: Large Group Conference Session (2 Hours)

10-mins	Welcome Back, Session Expectations, Knowledge Checkpoint <ul style="list-style-type: none">• Welcome participants
20-mins	Breakout Sessions <ul style="list-style-type: none">• Hosted breakout groups to share learnings from post-session assignment
35-mins	Advocacy Deep Dive and Stories <ul style="list-style-type: none">• Stories from the advocacy frontlines• Sharing what it is like to work with legislators
25-mins	Meet a Lobbyist – <ul style="list-style-type: none">• Stories from state legislative and regulatory advocacy• Grassroots engagement opportunities at the state level
25-mins	What's Next? Where do I start? How Do I Get More Involved? <ul style="list-style-type: none">• Laying out the upcoming advocacy opportunities• Personal Commitment (Post-work)
5-mins	Last Questions and Good of the Order <ul style="list-style-type: none">• Thank you for participating