

ADVOCACY ESSENTIALS: 2 TRAININGS

NONPROFIT PROFESSIONALS + BOARD MEMBERS



Advocacy is a vital tool for advancing nonprofit missions and shaping meaningful change. These trainings will provide you with a clear understanding of the advocacy landscape, practical skills for engaging policymakers, and strategies for turning organizational priorities into impactful action.

Key Focus Areas:

- **What is Advocacy?** Clarifying definitions, roles, and boundaries for nonprofits.
- **The Legislative Process:** Understanding what legislators do—and don't do—and where your influence matters most.
- **Identifying Priorities & Sharing Stories:** Translating your mission into clear priorities and compelling narratives.
- **Advocacy Tools & Tactics:** Equipping yourself with practical methods for outreach, engagement, and sustained impact.

You will leave with a stronger grasp of the advocacy process, practical communication strategies, and tools to confidently represent your mission to decision-makers.

Nonprofit Professionals



October 6

2:00-3:15pm, Zoom

Phyllis Chamberlain,
Executive Director



Jen Thomas, Community
Engagement Manager,
Housing Alliance of PA



REGISTER NOW



Nonprofit Board Members



October 15

6:00-7:30pm | Dinner Included
2506 N. Broad St, Colmar

Aaron Zappia, Associate,
Long Nyquist + Associates

This training will include the above focus areas, with additional discussion on:

- Differences between policy advocacy and political support or endorsement
- Advocacy as a core part of board leadership

Limited Seating:

Share with your Board!



REGISTER NOW

