



Lobbying 101

LEARN TO LOBBY

NexusWerx^{LLC}

LOBBYING OVERVIEW

Presented to:

Massachusetts Workforce Association

12/12/19 - Salem State University

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Agenda:

- Elevator speech introductions
- Lesson 1: Lobbying vs. Advocacy
- Lesson 2: Relationships & Political Capital
- BREAKOUT SESSION – What relationship-building/political capital activities will I engage in?
- Lesson 3: Integrating Advocacy Into Your Organization
- BREAKOUT SESSION - How will you integrate advocacy this year?
- Lesson 4: Prioritizing Decision-Makers & Deciding on a Strategy
- Questions & Answers

Materials Included:

- Copy of Power Point Presentation
- Advocacy vs. Lobbying Cheat Sheet
- Relationships Worksheet
- Political Capital Worksheet
- Advocacy Integration Plan Worksheet
- Legislative Breakfast/Information Session Cheat Sheet
- Strategy Worksheet
- Lobbying Tracking Spreadsheet (sent electronically)

To learn about in-person or online advocacy training for board members, lobbying training for organization leaders, or other tailored political engagement programs email info@learntolobby.com.

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