

2019 FPC Advocacy Academy

SYLLABUS

Date/Time		Program	Format
January 22, 2019 2:00 pm – 3:00 pm	Introduction	Introduction to the National Association of Realtors 2019 FPC Advocacy Academy	Watch the Recording
February 8, 2019 7:30 am – 4:00 pm	Session 2	Communicating and Developing Long-term Relationships with Legislators and Staff	In-person
March 15, 2019 1:00 pm – 2:00 pm	Session 3	The Growing Power of Grassroots Influence on Public Policy	Webinar (Register Here)
April 12, 2019 2:00 pm – 3:00 pm	Session 4	Identifying and Activating Your Best Assets	Webinar (Register Here)
May 2, 2019 3:00 pm – 4:00 pm	Session 5	The Importance of Follow Up in Building Relationships	Webinar (Register Here)
May 14, 2019 10:30 am – 12:45 pm	Session 6	Pulling It All Together	In-person
June 28, 2019 1:00 pm – 2:00 pm	Session 7	Effective Meetings & Events	Webinar (Register Here)

*All times are Eastern Time. Webinars are open platforms to ask questions, and collaborate peer-to-peer.
In-person sessions are held in Washington, D.C.

Introduction – Webinar

[View the Recording](#)

“Introduction to the National Association of Realtors 2019 FPC Advocacy Academy”

Date/Time: January 22, 2019, 2:00 pm – 3:00 pm (ET)

PROGRAM DESCRIPTION

Welcome to the National Association of Realtors 2019 FPC Advocacy Academy, conducted in partnership with the Congressional Management Foundation. This program will help participants overcome that discomfort, revealing the methods for and benefits of building relationships with elected officials.

LEARNING OBJECTIVES

- Meet the National Association of Realtors (NAR), Congressional Management Foundation (CMF) staff and cohort leaders
- Review program outline and expectations for time and workload
- Determine who are the key staff in congressional offices
- Learn how to introduce yourself and schedule meetings

ENHANCED LEARNING

ACTIVITIES

- Select a story that illustrates your work to bring to the in-person session

VIDEO

- [Schoolhouse Crock – How a Bill REALLY Becomes Law](#)
- [Creating Effective Stories to Share with Lawmakers](#)

Session 2 – Washington, D.C. In-Person Event

“Communicating and Developing Long-term Relationships with Legislators and Staff”

Date/Time: February 8, 2019, 7:30 am – 4:00 pm (ET)

PROGRAM DESCRIPTION

This in-person training will emphasize the importance and value of developing long-term relationships with elected officials. Participants will learn about who Congress and state legislators listen to; what congressional staffers believe are the most effective communications tactics (emphasizing storytelling) for influencing undecided Members of Congress, and provide practical insights on how decisions are really made and by whom.

ENHANCED LEARNING

- Reacquaint yourself with congressional basics while busting the myths and learning the nuances
- Evaluate your previous advocacy experience and determine what skills you need to learn or brush up on to be more effective in your next meeting
- Practice developing and telling stories you’ll use in meeting with legislators and staff
- Connect with your NAR colleagues to develop a community of support to share ideas and concerns when you return to your organization
- Learn about the nuts and bolts of being an FPC
 - [FPC Responsibilities & Pledge](#)
 - [FPC Field Reports](#) (The good, bad and ugly)
 - RPAC Overview – step by step process of how to secure your in state funds

LEARNING ENHANCEMENTS

READING

- [*Life in Congress: the Member Perspective*](#)
- [Do’s and Don’ts of Meeting with Members of Congress](#)
- [Do’s and Don’ts of Delivering an RPAC Check](#)

VIDEO

- [Congress 101 – An Insider’s View of Congress](#)

Session 3 – Webinar
[Webinar](#) (Register Here)

“The Growing Power of Grasstops Influence on Public Policy”

Date/Time: March 15, 2019, 1:00 pm - 2:00 pm (ET)

PROGRAM DESCRIPTION

While technology allows associations, nonprofits, and companies to amass huge lists of supporters and facilitate millions of messages to lawmakers, CMF research shows that citizen-advocates who take time to build relationships with their Members of Congress and staff have a great deal more influence than mass email campaigns.

LEARNING OBJECTIVES

- Discover the difference between and value of grassroots and grasstops advocates
- Explore activities citizen-advocates should do to build relationships with lawmakers
- Learn about relationship-based metrics

ENHANCE LEARNING

READING

- [Citizen-Centric Advocacy: The Untapped Power of Constituent Engagement](#)

VIDEOS

- [#SocialCongress: How to Connect to Congress via Social Media](#)
- [How to generate an FPC Economic Area Report](#)

Session 4 – Webinar
[Webinar](#) (Register Here)

“Identifying and Activating Your Best Assets”

Date/Time: April 12, 2019, 2:00 pm – 3:00 pm (ET)

PROGRAM DESCRIPTION

Sometimes the best grassroots networks are homegrown. As grassroots leaders, you are in a position to recruit allies and leverage your connections to your Members of Congress.

LEARNING OBJECTIVES

- Learn how to SPECIFICALLY identify the advocacy pressure points of your congressional target
- Develop a map or index of potential allies who can apply that pressure
- Strategize a plan to mobilize and activate those assets using various tools

ENHANCED LEARNING

ACTIVITIES

- Create your own network-profile using form provided.
- Visit your Member’s Website
- Follow your Member of Congress on social media (Twitter and Facebook)

VIDEO

- [Getting past the Gatekeepers](#)

Session 5 – Webinar
[Webinar](#) (Register Here)

“The Importance of Follow Up in Building Relationships”

Date/Time: May 2, 2019, 3:00 p.m. – 4:00 pm - 2:15 pm (ET)

PROGRAM DESCRIPTION

Congressional offices meet with constituents more than 25 times each day. Yet CMF research finds that most constituents forget to do the follow-up that keeps their concerns top of mind with the Members of Congress and staff they meet. While meetings are important, strong relationships and trust are built over time through ongoing constituent engagement and consistent follow up.

LEARNING OBJECTIVES

- Understand effective methods for following up after meetings
- Explore how frequently congressional offices experience effective constituent follow up
- Learn tips for turning a good meeting into a strong relationship with Members of Congress and their staff

ENHANCED LEARNING

READING

- [Face-to-Face with Congress: Before, During and After Meetings with Legislators](#)

VIDEO

- [Pre-Fly In Checklist](#)
- [What to Expect When Meeting Members of Congress and Staff](#)

ACTIVITIES

- Draft one Tweet and one Facebook post that would appeal to followers or advocates in your area and encourage them to write or call their Member

Session 6 – Webinar In-Person Event

“Final In-Person FPC Session: Pulling It All Together”

Date/Time: May 14, 2019, 10:00 am - 1:00 pm (ET)

PROGRAM DESCRIPTION

This in-person training is designed to pull together the entire program to provide FPC Advocacy Academy participants with final tools and skills to be successful in their efforts. Participants will also have the opportunity to conduct interactive sessions with other FPC’s, sharing insights and developing strategies for successful interactions with Congress.

LEARNING OBJECTIVES

- Update participants on legislative issues pending before the Congress
- Review key strategies for conducting in-state events with lawmakers
- Practice training elements

ENHANCED LEARNING

ACTIVITIES

- Create an audio file of your story. Participants should prepare and record a three-to-five minute story, as if they were delivering it to a Member of Congress or staff. Deliver the audio recording via email as an attachment to your cohort leader. Some stories will be selected and shared at the final webinar.

VIDEOS

- [How to Host a Local Event a Member of Congress Will Want to Attend](#)
- [Way Outside the Beltway: Do’s and Don’ts from Congressional District Directors](#)

Session 7 – Webinar
[Webinar](#) (Register Here)

“Effective Meetings & Events”

Date/Time: June 28, 2019, 1:00 pm - 2:00 pm (ET)

PROGRAM DESCRIPTION

In-person meetings and hosting site visits are two of the most effective ways to engage with Members of Congress and their staff. But many participants don't know what to expect when they meet with their legislator or how to prepare. This presentation offers tips for successfully meeting with or hosting site visits that policymakers will want to attend.

LEARNING OBJECTIVES

- Expose participants to strategies to increase your odds of getting a meeting or event with a member or staff
- Explore how advocates should prepare to meet with a member or host an event
- Learn what to do and what not to do during meetings and events in D.C. and the District