

2021 FPC Advocacy Academy SYLLABUS

| Date/Time | Program | Format |
|----------------------|---|--|
| January 19, 2021 | Session 1 Introduction to the National Association of Realtors 2021 FPC Advocacy Academy | Webinar (Register Here) |
| January 21, 2021 | Session 2 How to Create Stories to Move the Hearts, Minds, and VOTES of Lawmakers | Webinar (Register Here) |
| January 28, 2021 | Session 3 Backstage Pass: Behind the Scenes of Congressional Decision Making & Life in Congress for Freshmen Members | Webinar (Register Here) |
| February 22-26, 2021 | Session 4 Using Research to Connect the Dots Between You and Your Lawmakers | Webinar (Register Here) |
| March 15-19, 2021 | Session 5 What to Do Before, During, and After Meetings with Congress | Webinar (Register Here) |
| April 19-23, 2021 | Session 6 What and How Congress Wants Information from Constituents vs. Lobbyists | Webinar (Register Here) |
| May 17-20, 2021 | Session 7 Stay-cation Advocacy: Building Relationships with Lawmakers from Your Own Back Yard | Webinar (Register Here) |
| June 7-11, 2021 | Session 8 Closing Session: The Citizen-Advocates Toolkit | Webinar (Register Here) |

Session 1: Introduction – Webinar

View the Recording

“Introduction to the National Association of Realtors 2021 FPC Advocacy Academy:
Building Relationships with Lawmakers and Why It's Important”

January 19, 2021

PROGRAM DESCRIPTION

Welcome to the National Association of Realtors 2021 FPC Advocacy Academy, conducted in partnership with the Congressional Management Foundation. This program will help introduce participants to the program and reveal the methods and benefits for 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
- Address how building relationships with lawmakers can be uncomfortable
- Introduce strategies for building relationships with Members of Congress

Session 2 – Webinar

Webinar (Register Here)

“How to Create Stories to Move the Hearts, Minds, and VOTES of Lawmakers”

January 21, 2021

PROGRAM DESCRIPTION

People have trouble remembering facts, but they never forget a good story. Effective advocacy appeals to the heart, the head, and political health of the legislator. This presentation teaches FPC academy participants how to organize and present their stories exercising the tactics actors use. It outlines the key elements of public policy advocacy storytelling, and walks participants through an exercise to develop their own personal stories to move the hearts, minds, and VOTES of lawmakers.

LEARNING OBJECTIVES

- Understand why telling stories to lawmakers is an important advocacy skill
- Outline the key elements that advocates should include in the stories they tell lawmakers
- Explain why it's important to prepare and rehearse telling stories before telling them to lawmakers

Session 3 – Webinar
Webinar (Register Here)

“Backstage Pass: Behind the Scenes of Congressional Decision Making
& Life in Congress for Freshmen Members”

January 28, 2021

PROGRAM DESCRIPTION

Based on CMF research, including the first-ever survey of freshmen congressional offices in 2019, participants will learn about what it's like to set up and work in a freshman congressional office and how that impacts the strategies that many advocates commonly use to introduce themselves to new and veteran Members of Congress alike.

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?

Session 4 – Webinar
Webinar (Register Here)

“Using Research to Connect the Dots Between You and Your Lawmakers”

February XX, 2021

PROGRAM DESCRIPTION

Despite the narrative presented by Hollywood and the media, lawmakers are people too. Before being elected, they had careers, attended schools and universities, or volunteered in their community. This presentation will explain how the best citizen advocates research their Members of Congress to find connections and tailor their communications to resonate with their lawmakers.

LEARNING OBJECTIVES

- Create Member profiles to map personal or professional connections to lawmakers
- Develop tailored communications to connect the dots between issues advocates care about to those that their Members care about.

Session 5 – Webinar
Webinar (Register Here)

“What to Do Before, During, and After Meetings with Congress”

March XX, 2021

PROGRAM DESCRIPTION

Every year, associations, nonprofits, or companies organize fly-in events so their supporters can meet with their Members of Congress. CMF research finds that many constituents could be better prepared for their meetings on Capitol Hill. This presentation reveals research on congressional offices' experiences in meetings with their constituents, and offers tips on what constituents should do before, during, and after their meetings with their Members of Congress and their staff.

LEARNING OBJECTIVES

- Learn when advocates should request their meetings with lawmakers.
- Explore staff and the Members' preference for meeting locations (DC or the state).
- Identify proven follow-up strategies.

Session 6 – Webinar
Webinar (Register Here)

“What and How Congress Wants Information from Constituents vs. Lobbyists”

April XX 2021

PROGRAM DESCRIPTION

Many citizen advocates feel unprepared for their meetings with Congress because they aren't parliamentary experts and aren't fluent in Capitol Hill jargon. But citizen advocates shouldn't feel they need to know the difference between a budget resolution and budget reconciliation. Instead, they need to be prepared to provide local and personalized information that only constituents can provide.

LEARNING OBJECTIVES

- Understand the different roles that "professional advocates" and "citizen advocates" have in Congress' decision-making process.
- Identify the information Congress needs constituents to provide.
- Explore effective strategies and tactics that citizen-advocates should use to communicate with their Members of Congress.

Session 7 – Webinar
Webinar (Register Here)

“Stay-cation Advocacy: Building Relationships with Lawmakers from Your Own Back Yard”

May XX, 2021

PROGRAM DESCRIPTION

Members of Congress often are harried and overbooked when in Washington. Interacting with lawmakers back home can be the best strategy to get "quality time" with key decision makers. In this session, participants will learn about who lawmakers listen to and why; the most effective tactics and strategies to use in the district or state; how to build long-term relationships with lawmakers and their staff; and the best opportunities for setting up meetings and events back home.

LEARNING OBJECTIVES

- Review who lawmakers listen to and why.
- Explore the most effective tactics and strategies to use in the district or state.
- Determine the best opportunities for setting up meetings and events back home

Session 8 – Webinar
Webinar (Register Here)

“Closing Session: Citizen-Advocates Toolkit”

June XX. 2021

PROGRAM DESCRIPTION

This straight-forward program will complete participants' training by reviewing the dozens of tools in the citizen-advocate toolkit they've learned to use during their FPC Advocacy Academy training.

LEARNING OBJECTIVES

- Review the range of tools that citizen advocates can use to engage elected officials, including social media, in-district events, and more.