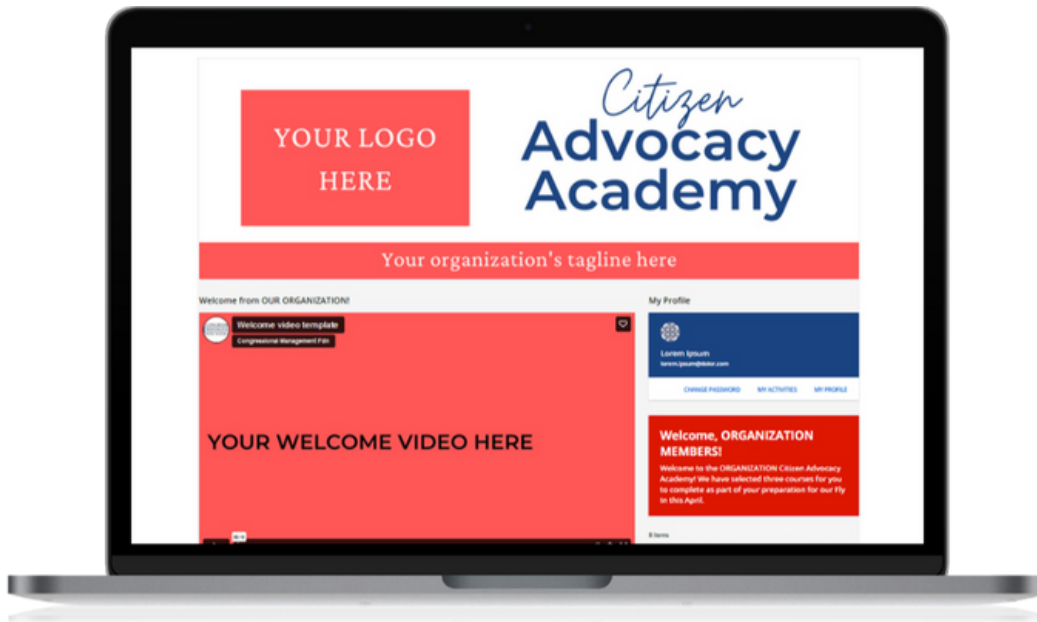


## The Citizen Advocacy Academy

CMF advocacy training for your advocates ... on your website!

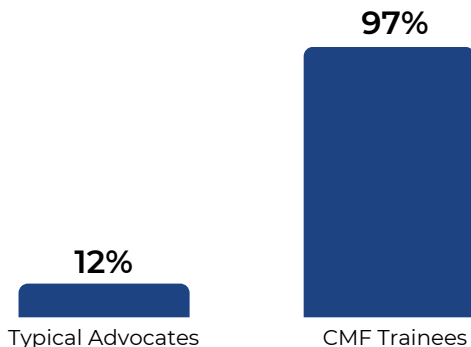


*An on-demand guide to confidently cultivating relationships with Members of Congress and other elected officials*

***Leverage CMF's 40+ years of experience working with and researching Congress to give your advocates the knowledge and confidence to be better influencers.***

### The Power of CMF Training

Congressional staff have reported that citizen advocates who were trained through CMF were more effective compared to groups that CMF did not train.



Source: CMF surveys of congressional staff assessing which groups were "very prepared" for meetings with Congress.

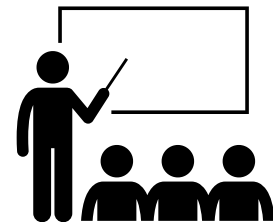
*"CMF has equipped the Alzheimer's Association's advocates with cutting edge, research-backed tactics. This critical training gives them both a solid foundation and a confidence to be powerful advocates in communities across the nation, and is leading to historic Alzheimer's policy change in Congress."*

— John Funderburk, Alzheimer's Association

# Sample Online Courses for Your Advocates:

## Introduction to Citizen-Advocacy

Understand the fundamental principles of advocacy. This course gets advocates started with learning how to research lawmakers; how to tell your story and connect it to a public policy issue; and teach the value and strategies for building relationships with elected officials.



## How to Communicate with a Lawmaker

Learning to attract the attention of lawmakers is one of the most important and powerful skills you need to improve your advocacy efforts. This course teaches a range of communication methods, including proven preferences and strategies from congressional offices.

## How to Meet with a Lawmaker

You have landed a meeting with Congress, what now? Meeting with a Senator or Representative can be nerve-wracking, so we provide step-by-step tools to successfully convey your message during the meeting.



## Building a Stronger Democracy through Better Advocacy

“We in America do *not* have government by the majority. We have government by the majority who participate.”

—Thomas Jefferson

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