The Citizen Advocacy Academy

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

Launching November 1, 2022!

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.

“CMF has equipped the Alzheimer’s Association’s advocates with cutting edge, research-back 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

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

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**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