The Citizen Advocacy Academy

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

An on-demand guide to confidently prepare advocates for fly-in’s and cultivate 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.

"The Citizen Advocacy Academy was perfect! It gave me peace of mind."

Ivy Rappaport, Life Insurance Agent, Sacramento CA

Source: CMF surveys of congressional staff assessing which groups were "very prepared" for meetings with Congress.
Sample Online Courses & Tools 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.

Fly-In Meeting Preparation

Preparing advocates for a fly-in can be time-consuming and challenging. Courses in the Citizen Advocacy Academy provide advocates with 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
Citizen Advocacy Academy

Product Levels, Course Descriptions & Pricing Plans

The Citizens Advocacy Academy is an online learning platform specifically designed to train advocates on building a beneficial relationship with elected officials and their staffs. Through the Citizens Advocacy Academy, associations, nonprofits, and businesses will have the flexibility to train their advocates without location constraints or time limitations. This creates space for purposeful training sessions on conveying your mission clearly with your advocates.

**Course Descriptions**

**Introduction to Advocacy**
- Learn how to research your issue and your lawmakers
- Learn how to tell your story, connect to an issue, and make it local
- Understand what lawmakers need from you in order to make policy decisions
- Begin building and leveraging relationships with lawmakers

**Preparing for a Meeting**
- Request an in-person or virtual meeting with a lawmaker
- Understand the congressional scheduling process
- Host a meeting in the state/district, or attend a meeting in DC
- Keep lines of communication open with a congressional office

**Crafting Your Message**
- Understand the various ways to keep in contact with lawmakers and their staff
- Understand why keeping lines of communication open is important
- Learn how to effectively communicate with Congress

**Conducting a Meeting**
- Preparation and developing an agenda for meetings
- Successful meeting best practices
- Building a follow-up meeting outreach plan
- Gathering and reporting feedback

**How to Build a Relationship with Lawmakers**
- Preparing your ask
- Understand the eight key elements of advocacy storytelling
- Cultivate a relationship with local lawmakers

**Advance Citizen Advocacy Strategies**
- Best practices for social media advocacy
- Engaging with elected officials through telephone and townhall meetings
- Crafting a letter to the editor
Product Levels

Fly-In Prep. This introductory level prepares advocates in less than one hour to meet with local, state and federal officials as part of a fly-in or lobby day.

Basic. This level includes the basic features with complete six-module course on building relationships with elected officials.

Standard. This level incorporates the Basic features while customizing the learning experience for advocates to include your organization’s brand (eg., logo, colors).

Premier. This level incorporates all the features of the Citizen Advocacy Academy to ensure advocates get the ultimate customized learning experience.

<table>
<thead>
<tr>
<th>Fly-In Prep</th>
<th>Basic</th>
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<tbody>
<tr>
<td>Includes basic features of Citizen Advocacy Academy specifically designed for training advocates for fly-in’s:</td>
<td>Includes basic features of Citizen Advocacy Academy providing full course load for building relationships:</td>
</tr>
<tr>
<td>• 3 training modules, 15 minutes each</td>
<td>• 6 training modules, 20 minutes each</td>
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<td>• 11 videos</td>
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<td>• Interactive quizzes</td>
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<tr>
<td>• Customizable branding</td>
<td>• Tracking advocates progress</td>
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<tr>
<td>• 75 user licenses</td>
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<table>
<thead>
<tr>
<th>Standard</th>
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<tr>
<td>Includes “Basic” features of Citizen Advocacy Academy plus:</td>
<td>Includes “Standard” features of Citizen Advocacy Academy plus:</td>
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<tr>
<td>• Organization logo on landing page</td>
<td>• Sign-on integration with organization password protected website</td>
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<tr>
<td>• Organization banner on landing page</td>
<td>• Custom URL (eg., <a href="http://www.Org-Name.Advocacy.Training.org">www.Org-Name.Advocacy.Training.org</a>)</td>
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<td>• Custom branding/image on sign-in page</td>
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