UNLIMITED IMPACT TRAINING

Trainers: Catrena Bowman, Executive Director
Northern Kentucky Community Action Commission
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WELCOME & Icebreaker
❖ To learn how to create and promote an Advocacy Campaign
Why do an advocacy campaign?

- Secure the funding
- Create new strategic partnerships
- Re-energize staff
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History of CSBG
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Role of Advocacy
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Advocacy vs. Lobbying
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Educating people about proposed legislation....
Train participants on how to speak to representatives
Inform the public on proposed changes in legislation...
SO BECAUSE SOMEONE DOESN'T SHARE YOUR POLITICAL VIEWS, YOU ARE GOING TO DE-FRIEND THEM.

SOUNDS LIKE A HATER MOVE, BUT THAT'S NONE OF MY BUSINESS.
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Advocacy Game
Set a goal
Define your message
Be impactful & memorable
Have a team
Map out a timeline
Enhance Your Communication
Creating a marketing campaign that leads to a large event.

- Social media
- Radio
- Bus ads
- Billboards
- TV commercials
- TV noon shows
- On air interviews
- Local newspapers
- Business newsletter
- Press release
Determine what funding sources will support:

- Marketing
- Promotional materials
- Staff time to participate in the events
Provide training that teaches the staff the difference between Advocacy and Lobbying

Get their buy-in on the campaign by including them in the planning committee and promotion of the event

Give them assignments that move them out of their normal work environment and comfort zone

This re-energizes staff for the mission
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Identify Families

- Ask staff to talk with families that have compelling stories
- Once families are identified train them on how to share their story
- Allow them to practice! Practice! Practice!
- Create opportunities for them to share
Host Events

- Create a calendar of events leading up to the large event
- Host open houses and invite local officials; have participants there to tell their story
- Include the Head Start children in the events
- Host events with local restaurants
- Involve local artist at events
- Host a large event and invite community partners
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Reclaiming My Time!

Advocacy Event – Community Action Day at the Capitol
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Impact The Vote!

Voter Awareness Campaign

Neighborhood Walks
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Community Events
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Voter Awareness Campaign

Community Events
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Keep It Going!

Continue to host impactful events throughout the community
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QUESTIONS??
Thank YOU for being the UNLIMTED IMPACT
Please be sure to **complete** the evaluation for this session **online**, via the **CAPCON18 Event App**.

Thanks in Advance for your Cooperation!
CONTACT INFORMATION

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UNLIMITED IMPACT VIDEO