

# HOW TO PLAN AN ADVOCACY WORKSHOP

# INTRODUCTION

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All In Together

# WHAT IS AN ADVOCACY WORKSHOP?

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- Advocacy workshops give people the tools to make an impact and advocate for themselves, their communities, or on behalf of a particular issue
- Advocacy workshops can come in any shape or size and can focus on any topic related to civic engagement, a particular issue area, or a community initiative

# STEP 1: DECIDE ON A FOCUS TOPIC/ISSUE

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- Be clear on your topic and set the scope in an intentional way
- Think about the issues that lie at the intersection of your personal passions, expertise, and what is urgent nationally or in your community
- What information/resources are missing or less accessible in your community?

## STEP 2: DECIDE ON A GOAL

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- Think about what you want people to take away from your workshop
  - What do you want them to have learned?
  - What actions do you want them to take as a result of attending?
  - What larger impact do you hope this workshop will have?
- Continue to refer back to your goal throughout the planning process

# STEP 3: DECIDE ON YOUR AUDIENCE

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- Think about who you want to reach with your workshop. Who is it most important for you to reach?
- How can you make your workshop accessible to that community? What resources will you need to provide?
- Remember: free admission isn't always enough to make a program accessible.

# STEP 4: SIZE & LOCATION OF YOUR WORKSHOP

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- Think about the space & environment that will be most conducive to achieving your workshop's goal
  - Consider factors like venue size & capacity limit, cost, accessibility, parking and room setup, audio/visual (A/V) equipment
  - Be creative & flexible with your options

# STEP 5: SELECT A DATE & TIME

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- Make sure to check the calendar and think about what timing—date, day of the week, time of day—works best for your audience
  - Consider factors like religious holidays and school breaks
- Strike a balance between having enough time for meaningful content & not asking for more time than you actually need to achieve your goals



# STEP 6: PICK A TITLE

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- Pick a title that is descriptive enough to communicate your workshop's theme and purpose
  - Choose a title that is easy to remember and include in promotional materials

# STEP 7: CREATE AN EVENTBRITE PAGE

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- Eventbrite is a free and easy to use tool that allows you to track registrations & communicate with attendees
- Creating an Eventbrite page allows participants to find all necessary logistics in a central location
- Participants will receive an automatic reminder email ahead of your event after registering
- Make sure to update this page as you confirm speakers, partners, etc

# STEP 8: PLAN THE RUN-OF-SHOW

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- Have a rough outline from the start to guide your planning, making adjustments as needed
- Make the content action-oriented & revisit your workshop goals to make sure your run-of-show reflects those objectives
- Once finalized, consider sharing the program with your attendees and speakers so that folks know what to expect

# STEP 9: SPEAKER OUTREACH

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- If you plan to host a panel or keynote speakers, begin speaker outreach 4-6 weeks in advance
- If you are inviting speakers who you've never met, draft an email invitation introducing yourself, the purpose and content of the event, logistical details, and what you'd like them to speak on
- If you are inviting an elected official, call their office, introduce yourself and the event, and ask for their scheduler's contact
- Follow up with a speaker prep kit that includes contact info, event summary, biographies of other speakers, and panel questions/speaking topics

# STEP 10: ATTENDEE OUTREACH

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- Create a promotional flyer and share through email and social media
  - Include your registration link, and make it short and clean
- Invite relevant local organizations and their constituencies
- Ask local news outlets to add the event to their events calendar

# STEP 11: RECORD YOUR IMPACT

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- Distribute a feedback survey to your attendees to measure your impact and learn how you can continue to create impactful programming

# STEP 12: FOLLOW UP

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- Use Eventbrite to send a follow up email within 24 hours if possible
  - Include a call for action!
- Think about ways to stay connected to your attendees after the event is over

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