



**National
Farmers
Union**

ADVOCACY TRAINING WORKSHOP

April 15 & 16, 2024

Washington, DC

SUNDAY, APRIL 14

Travel to Washington, DC

MONDAY, APRIL 15

- 8:00 - 9:00 AM **Welcome** - Meet your fellow attendees and National Farmers Union staff.
- 9:00 AM **Farmers Union Impact** - Hear from President Rob Larew about the importance of leadership, advocacy, and the role they have played in Farmers Union history and recent events.
- 9:30 AM **Communication and Public Speaking with Emily Oehler** - Learn how to effectively and memorably explain key farming issues to elected officials, media, and potential new members. Frame your message on "hearts and heads" - emotional connection backed by data.
- 11:45 AM **Lunch provided**
- 12:30 PM **Board Training with Columinate** - Many organizations, companies, and cooperatives have a Board of Directors that provide guidance and leadership. During this session, we will discuss some of the responsibilities of a Board member and how to be a strong leader in this position.
- 4:00 PM **Evening to explore DC**

TUESDAY, APRIL 16

- 8:00 - 8:30 AM **Breakfast & Networking** - Breakfast provided at 8:30
- 8:45 AM **Debrief of Day 1 and Overview of Day 2**
- 9:00 AM **Advocacy Tips & Tricks with NFU Government Relations Staff** - In this session, we will discuss the tips and tricks for talking to politicians about important issues and telling your story.
- 10:30 AM **Meet in Hill Day groups** - Take some time to meet with your fellow Hill Day teammates to review the talking points and plan for the day. Government Relations staff will be available to answer questions.
- Afternoon **Hill visits** - In groups, you and your fellow attendees will talk to members of Congress about issues that are affecting family farmers, ranchers, and their communities.
- Evening **DC Fun Event**

WEDNESDAY, APRIL 17

Travel home