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