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## Advocacy – Engage and Activate for Your Association!

How do we create the influence needed to support the long term viability of your association? How can we engage and activate people around us to support our activities?

This program, customized for your industry professionals, raises advocacy awareness to engage and activate you and your organization. The objective is to make one aware of successful advocacy strategies that enable you to influence key stakeholders and garner support for projects beneficial to your organization, your industry and your profession. You will leave with the tools needed to communicate with a stronger voice to advocate the value of your organization by engaging and activating your supporters.

Learner outcomes:

- Advocacy Myth-Busting – Understand the seven branches of the advocacy tree
- Identify key issues and best practices for advocacy and influence at the local level
- Understand the *Seven Actions of Highly Effective Advocates*
- Depart with a plan to engage and activate advocates for your organization