



AAUW PROGRAM IN A BOX

GRASSROOTS ADVOCACY LEADERSHIP TRAINING WORKSHOP

AT A GLANCE

GRASSROOTS ADVOCACY LEADERSHIP TRAINING WORKSHOP

PROGRAM OVERVIEW

Use this Program in a Box to give women the knowledge and tools they need to become grassroots advocacy leaders in their branches and communities.

INTENDED AUDIENCE

AAUW members, branches, public policy chairs, and states

PROGRAM FORMAT

Workshop

TIME CONSIDERATIONS

Time frame: Any time or season

Estimated planning time: Two to four hours (including event setup and planning)

Estimated presentation time: One hour

Estimated follow-up time: Two hours

RESOURCES NEEDED

Staff: One facilitator (for a large group of people, two co-facilitators)

Space: A room large enough for participants to break into small groups

Equipment: Computer, copier

Supplies: Pens, pencils, notepads, paper, badges, registration table, extra chairs

Handouts: Workshop packet

Budget considerations: Photocopying of workshop packet

BENEFITS TO YOUR STATE, BRANCH, OR COMMUNITY

- Encourages AAUW visibility as a community leader and advocate for women
- Gives members an effective voice in policy making
- Offers branch members opportunities to advocate for AAUW's public policy priorities
- Fosters membership by allowing nonmembers to participate

PROGRAM DETAILS

GRASSROOTS ADVOCACY LEADERSHIP TRAINING WORKSHOP

This workshop trains AAUW members, particularly branch public policy chairs, to be grassroots advocacy leaders in their branches and communities. It can be used at a state convention, leadership conference, or branch meeting. The workshop packet includes instructions for the workshop facilitator and four small group exercises that cover the following topics:

- relational organizing,
- branch education and advocacy,
- meeting with an elected official, and
- working with the media.

GETTING STARTED

Review all materials before the workshop to help answer any questions that may arise. Get a participant count before the workshop to ensure that you have enough materials. If you anticipate high attendance, you may want to hold two sessions or arrange for a co-facilitator to assist you.

PROGRAM RESOURCES

The [Grassroots Advocacy Leadership Training Workshop packet](#) is available on the AAUW website in the Member Center, on the Public Policy Resources page under Officer and Member Resources. It provides the tools and information that you need to conduct this workshop.

If you offer the workshop to the community at large, you may find some of the tools in the [Programs-in-a-Box tool kit](#) helpful.

MATERIALS NEEDED

Give each person in the workshop a copy of the workshop packet to take home. Each small group should also be given paper, preferably a large notepad suitable for taking notes to be shared with the full group.

PROGRAM LOGISTICS

Hold this workshop in a room where participants can work together in small groups, either around separate tables or sitting in chairs that can be arranged in groups. If you have few participants and time allows, everyone can participate in each exercise rather than breaking into small groups. Adjust the workshop time accordingly.

INCORPORATE MEMBERSHIP RECRUITMENT

Membership matters! Help grow the AAUW community by inviting prospective members to your event and encouraging them to join AAUW. Visit the [membership campaign website](#) to learn more.

If your event involves college and university faculty or students or is held on a campus, invite schools that are not yet AAUW college/university partner members to join AAUW and offer their students the benefits that go with AAUW membership. All students attending a C/U partner member institution are eligible to join AAUW for free as e-students. For more information, visit the [AAUW college/university partner recruitment web page](#).

TOOLS

GRASSROOTS ADVOCACY LEADERSHIP TRAINING WORKSHOP

GRASSROOTS ADVOCACY LEADERSHIP TRAINING WORKSHOP TOOLS

- [Grassroots Advocacy Leadership Training Workshop packet](#)

PROGRAMS-IN-A-BOX TOOL KIT

The [tool kit](#) includes forms, checklists, and templates that you can modify and adapt for your program or event. The following may be helpful in planning this program if it is offered to the community at large.

- Attendee sign-in form
- Event evaluation form
- Event planning checklist
- Event registration form
- Photograph release form
- Press release template
- Sample time line

MEMBERSHIP RECRUITMENT TOOLS

- [Individual members](#)
- [AAUW college/university partner members](#)

CONTACTS

- For questions or information about this Program in a Box, contact votered@aauw.org.