ONLINE & IN-PERSON TRAININGS

Dramatically improve your political impact by learning the Complete Advocacy Playbook:

- Understand how the political system really works
- Determine which strategies & tactics will be effective vs. harmful
- Know which decision-makers to target and where to spend your time
- Feel confident in engaging with politicians and their staff
- Prioritize attainable and actionable goals
- Find the right advocacy groups to join and use your activism hours wisely & effectively
- Navigate the political system confidently
- Have an approach for influencing those elected officials who don’t represent you

What makes the EFFECTIVE ACTIVISM 101 program unique:

Political activism is trending in the U.S. and there’s no shortage of tips and tactics out there. Some offer abstract, academic guides which are hard for the working person to employ in their limited activism hours. Others focus entirely on tactics – some of them credibility-damaging. And activists find themselves on action alert overload. There’s a better option.

The Advocacy Framework teaches activists what lobbyists and insiders know. EFFECTIVE ACTIVISM 101 gives activists a strong foundation, teaching them to think the way politicians do.
EFFECTIVE ACTIVISM 101 Online Course:

In short, practical lessons, activists begin taking specific actions steps to become more effective and efficient immediately. Because everyone learns at a different pace, the online videos can be watched and reviewed at any point.

Course includes:
- Effective Activism Toolkit
- Private Facebook Support Group
- Group Support Calls
- Activism Cheat Sheets

GROUP RATES AVAILABLE
New grassroots groups are popping up all over the country. If you have lots of new activists to train, get the bulk rate discount!

FOR INDIVIDUALS

Specially Tailored In-Person Workshops, Webinars, and Online Courses:
Do you have time to teach your members or supporters how to be effective with calls to action? If getting everyone in one place is a logistical challenge, your volunteers can train from home when it’s convenient for them. They’ll learn the importance of the underlying ‘rules of the game,’ with webinars that are customized to address your constituency and priorities.

Day on the Hill Trainings – Online and In-Person:
“How do I talk to a lawmaker or their staff?” “What should I expect?” “How should I ‘frame’ requests?” “What kind of follow-up should I do?” Answer all your supporters’ questions and make sure they’re prepared to make the most of your lobby day.

Specially Designed Policy Town Monitoring Programs:
Keeping track of ordinance proposals at the local level takes a lot of time and man-power. Make use of your members on the ground. Monitoring Programs train volunteers to get connected, monitor, and report on policies that might affect your mission.
MESSAGE FROM NEXUS WERX LLC:

I worked as a “political insider” for nearly 15 years, including serving as an aide to two Massachusetts state representatives and a Member of Congress. I kept meeting people who couldn’t afford a lobbyist – non-profit leaders, town administrators, and community activists – but earnestly wanted to learn how to navigate the world of politics and effectively advocate for their priorities.

They had little in the way of resources; the few schools that teach civics rarely get into the “soft skills” needed to be successful in civic engagement and political advocacy. The only people who know how to make an impact are fellow insiders. I believe that accessibility gap is what has led to the rise of populism on both the right and the left. People feel – rightly – left out of the process.

That’s why I decided to create the Learn to Lobby line of trainings. I firmly believe anyone can learn what I know, and the more people who know how to effectively advocate, the healthier our democracy will be.

Sincerely,

Stefanie S. Coxe
Founder, Nexus Werx LLC

#learntolobby     #effectiveactivism     @learntolobby     www.learntolobby.com