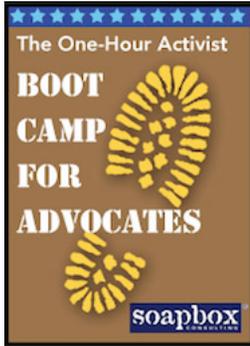




## Soapbox Consulting 2014 Interactive Training & Speaking Products

	<p><i>The One-Hour Activist</i> Author, Christopher Kush, MPP, prepares Advocacy Day/Fly-in participants for maximum impact during congressional meetings. Participants learn the importance of a unified legislative request and how to incorporate localized and personalized details. “Capitol Hill Prep” is structured for small group participation—everyone in the room is provided an opportunity to articulate the legislative request and seasoned advocates are utilized as mentors.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> <li>• The importance of staying “on message”</li> <li>• How to localize and personalize your meeting</li> <li>• Hook, line, and sinker: The parts of an effective legislative meeting</li> <li>• Common pitfalls and how to avoid them</li> </ul>
	<p>Although an organization’s members were never officially appointed, they are regularly called upon to act as Ambassadors—whenever they interact with other professionals, community leaders, state regulators, elected officials, and the news media. This interesting and interactive session walks meeting participants through five introductions that will serve them well in a variety of situations. As a bonus, your participants meet five other participants as part of the exercise—making it a great ice breaker or keynote.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> <li>• How to address misconceptions or untruths about your organization or legislative issues without cutting lines of communication</li> <li>• The power of carrying a personal story around in your pocket</li> <li>• How these conversations form the basis of almost any discussion related to proposed legislation.</li> </ul>
	<p>Working directly with an organization’s current legislative goals, small groups craft rebuttals to the actual push-back they are likely to hear in legislative meetings. They develop the confidence to answer a broad array of tough questions in their own words. This training can be used to engage seasoned advocates looking to take their skills to the next level.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> <li>• Potential push-back arguments related to your organization’s legislative requests</li> <li>• Strategic answers to each of these potential questions</li> <li>• Preparation of multiple valid responses to each argument</li> <li>• What to do if you get stuck or do not have a ready answer</li> </ul>
	<p>Drawing on more than 15 years experience as a journalist in the Washington, DC, broadcast market, Dateline Award Recipient, Kevin Schultze, provides advocates with an interactive platform where they can practice pitching local news media stories to a former reporter. Using current issues as a launching point, Kevin Schultze helps tease out plans, details, and other important considerations by engaging in dialog with small teams. This training uniquely provides participants with the tools they need to build active relationships with their local news media.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> <li>• Internal structure of local news organizations</li> <li>• Tips for helping “soft news” make the cut</li> <li>• Comparisons between the objectives of advocates and those of journalists</li> <li>• The sound bytes that make it on the news and what ends up on the cutting room floor</li> </ul>



Christopher Kush, MPP, author of *The One-Hour Activist: the 15 Actions You Can Take To Fight for the Issues and Candidates You Care About*, uses a variety of small group and interactive exercises to guide advocates through several skills they can immediately put into play in their home districts. This half-day training works best when Soapbox focuses on an organization's actual legislative goals and issues. Communication skills, face-to-face meetings, relationship-building, recruitment, and working with the local news media are all explored.

Learning objectives:

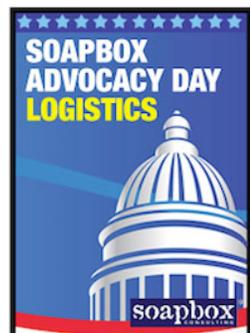
- The difference between simply sending a message and building a relationship with elected officials
- Quick and dirty bill analysis (4 things you need to know about any piece of legislation)
- Effective Letters-to-the-Editor
- Hook, Line, and Sinker, the parts of a legislative meeting
- Preparing for the Opposition
- Recruitment practice, including how to handle rejection without being depleted
- Bringing it all together: Town hall meeting



This training is an effective way to prepare seasoned advocates or anxious novices who anticipate push-back related to your legislative issues. Advocates are prepared to remain poised and ready to engage with fair questions, even tough ones, without shutting down or ceding strategic ground. This training can be an important strategic component for organizations that find themselves championing controversial issues.

Learning objectives:

- Push-back as an opportunity rather than a personal attack
- Different strategies you can use to keep the conversation flowing without shaming or ridiculing your opponent
- Ways to pleasantly detach when agreement is impossible
- Changing minds: Realistic timelines



Custom schedule distribution and logistics for all Soapbox Advocacy Day and Fly-in events. Includes a detailed explanation of schedules, team groupings, target offices, and Capitol Hill layout. Procedures for Group Leaders, day-of-event updates, and use of Soapbox Advocacy Day app are reviewed. Advocates are directed to the Soapbox Help Desk for additional questions and needs.

Learning objectives:

- Strategic map of participants and legislative targets
- Review of sample participant schedule
- Soapbox Advocacy Day App instructions
- Group Leader & Help Desk explanations
- Easy-to-read map of Capitol Hill
- Weather forecast