

# AMERICANS FOR PROSPERITY®

FOUNDATION

IOWA

## GRASSROOTS LEADERSHIP

ACADEMY

Grassroots Leadership Academy, as a project of Americans For Prosperity Foundation, focuses on providing educational programs and partnering with local organizations to educate the public about some of the biggest challenges facing our communities. Our goal is to move our society toward one of mutual benefit, where people succeed by helping others improve their lives.

## IOWA LEGISLATIVE ACTIVIST CERTIFICATION

**Become equipped with the tools, tactics, techniques, and strategies needed to organize your community, influence lawmakers, effectively communicate, and advance freedom, by breaking barriers to opportunity.**

### DAY 1:

#### **Impacting Your Elected Officials**

Participants will learn how to become comfortable with the daily working of their state legislature and how to be a known and effective presence. The program includes tips and tools for effective grassroots lobbying

#### **Introduction to Activism in Policy Making**

This presentation explores how social change occurs and showcases the important role legislative activists play in bringing it about. In addition, participants identify the gap between where they are as a legislative activist and where they want to be and the barriers that are preventing them from achieving their desired level of engagement.

#### **Power of Storytelling while Testifying in Committee**

Participants will learn how to articulately and effectively present their views on bills in public hearings and organize their supporters to make a visual impact in hearing rooms

#### **Vision of Policy Making**

This presentation gives participants an analytical framework to understand and analyze what good policy looks like to the issues our localities and states face. Additionally, participants will gain a tool to help them determine and develop practicable solutions to present to their legislators.

### DAY 2:

#### **Legislative Process & Politics**

In legislative advocacy, those who understand the various legislative processes and procedures are more effective at impacting them and achieving their desired policy. Therefore, this presentation instructs students on how to navigate statehouse processes and procedures, as well as the influences and influencers surrounding their lawmakers.

#### **Narratives and Framing**

Are you tired of others people or groups misconstruing your vision for society? In this session, participants will explore the nuances of narratives and how social entrepreneurs must PLAN and EXECUTE around a united narrative. Participants will leave with a better understanding of proposing counter-narratives and effectively pivoting around false or negative narratives."

#### **Learning the Landscape**

If you want to be effective at legislative advocacy, you have to do your homework. In this session you will discuss the importance of understanding your area's demographics and history, methods of collecting important information and ways to connect your elected officials' key influencers to your cause.

