

United Way Advocacy Forum and Hill Day

June 13-15, 2017 | Alexandria, Virginia & Washington, DC

GOALS: Attendees will

1. Develop strategies and tactics to engage in effective advocacy that drives mission impact and resources, and engages individuals.
2. Facilitate learning and knowledge sharing between United Ways on public policy issues.
3. Advance network priorities, including an expansion of the EITC, through legislative visits on Capitol Hill.

AGENDA

Tuesday, June 13, 2017 | United Way Worldwide | Old Town Alexandria

The day begins with a pre-event session designed for those who are new to advocacy OR public policy professionals new to United Way. All are welcome to join. The main Advocacy Forum program begins at 1:30pm, with a networking lunch at 12:30pm.

OPTIONAL: Pre-Event Advocacy Boot Camp		
8:00am – 8:30am	Registration and Networking for Pre-Event <i>Please enjoy your complimentary breakfast at the Crowne Plaza before checking in for the event. Coffee and tea will be available through the morning.</i>	Mary Gates Learning Center Auditorium
8:30am – 12:00pm	United Way Advocacy 101: Boot Camp for New Advocates Learn the how, why and what of United Way's approach to public policy advocacy and discuss the basics on how you can expand your advocacy footprint at home, including by leveraging your Board of Directors as your best advocacy asset. Prepare for Thursday's Hill Visits with extra time to discuss expectations and norms for visits, and ample time for Q&A.	Mary Gates Learning Center Auditorium
Advocacy Forum – Bold Play 1 (Advancing Our National Policy Priorities)		
12:00pm – 1:30pm	Registration Welcome!	Mary Gates Learning Center Auditorium
12:30pm – 1:30pm	Lunch and Networking Meet fellow advocates and share about your policy efforts at home over a casual networking lunch.	Mary Gates Learning Center Auditorium
1:30pm	Welcome and Opening Remarks Fighting for Health, Education and Financial Stability in Today's Political Climate	Mary Gates Learning Center Auditorium
2:00pm	Federal Policy Forecast & Hill Day Asks What's on the horizon for federal policy in 2017 and beyond? From tax reform and appropriations for health and human services, to higher education and child nutrition, we'll share a brief overview of the current state of play and how it impacts our focus for Hill Day and advocacy in Washington.	Mary Gates Learning Center Auditorium
3:00pm	Afternoon Refreshment Break	

3:30pm	Breakout Sessions: Advocacy Cohort Working Sessions The purpose of these breakout conversations are to develop a 2017-2018 network advocacy strategy for United Way's national policy priorities. <ul style="list-style-type: none"> • <i>EITC Policy Cohort</i> • <i>Healthcare Policy Cohort</i> • <i>Education & Jobs Policy Cohort</i> 	Breakout rooms
4:45pm	Breakout Session Report Outs	Mary Gates Learning Center Auditorium
5:15pm	End of Day One	Mary Gates Learning Center Auditorium
6:30pm	(Optional) Dinner: Inside Washington The dinner will feature a speaker who will share what's happening in Washington and how it impacts United Ways.	Location TBD

Wednesday, June 14, 2017 | United Way Worldwide | Old Town Alexandria

Advocacy Forum – Bold Play 2 (Engaging Donors, Corporate Partners & Individuals in Advocacy)		
Morning	Breakfast on your own Guests staying at the Crowne Plaza can enjoy the complimentary breakfast provided with their stay. Coffee and tea will be provided when the Advocacy Forum starts.	
8:30am	United We All Win: What It Means to Fight for the Health, Education and Financial Stability for All This panel discussion will explore how our policy-advocacy efforts can support and advance the network's impact, brand, and diversity & inclusion goals and initiatives.	Mary Gates Learning Center Auditorium
10:00am	Morning Refreshment Break	
10:30am	Responding to Emerging Policy Issues: Crisis Communications Strategies In this time of political turmoil, this session will provide tools and tactics to help United Ways create a crisis communications plan, determine when and when not to respond to emerging political issues and identify their message to the public.	Mary Gates Learning Center Auditorium
12:00pm	Lunch & Discussion Advocating with Our Corporate Partners	Mary Gates Learning Center Auditorium

1:30pm	<p>Donor Engagement in Advocacy Roundtables Donor engagement in advocacy not only builds more personal and relevant connections with donors, but also helps us to make real, sustainable community change. Learn from United Way donor relationship managers about how to best engage key donor segments in our policy priorities.</p> <p>Participants will rotate to three round-table discussions to explore how best to engage specific donor segments in the causes they care about.</p> <ul style="list-style-type: none"> • Affinity Groups • Millennials/ LINC • Major Donors • Corporate Partners • Board members 	Mary Gates Learning Center Auditorium
2:30pm	Afternoon Refreshment Break	
3:00pm	<p>Breakout Sessions</p> <ol style="list-style-type: none"> 1. Digital Advocacy 101 – Sarah Yergeau 2. Board Engagement in EITC Advocacy – Caitlin Carey 3. Crowdsourced topic 	Breakout rooms
4:15pm	<p>Hill Day Logistics The public policy team will quickly run through what you need to know for a successful Hill Day on Thursday. Team members will be available for individual consultation at the end of the day and happy to help!</p>	Mary Gates Learning Center Auditorium
5:00pm	<p>Pick Up Hill Day Materials The policy team is also available to answer any questions regarding Hill Day norms, materials, or logistics.</p>	Mary Gates Learning Center Auditorium
Evening	<p>Dinner on your own We encourage you to have dinner with your cohort group and discuss how to integrate and apply the learnings from Day 2 in your policy-advocacy strategy.</p>	

Thursday, June 15, 2017 | Capitol Hill | Washington, D.C.

Hill Day		
Morning	<p>Breakfast On Your Own Guests staying at the Crowne Plaza can enjoy the complimentary breakfast provided with their stay.</p>	

7:45am	Board Buses at United Way Worldwide	United Way Worldwide
8am	Buses Depart from Alexandria to Capitol Hill	Bus Drops Off at Garfield Circle on West side of U.S. Capitol
9am – 12pm	Hill Meetings Advocates participate in Hill Meetings they have scheduled in advance of the Advocacy Forum and Hill Day.	Senate and House Office Buildings
12pm	Final Reflections and Taking it Home An important component of a successful Hill Day is sharing the intelligence you gathered to inform strategy and action moving forward. Lunch is on us – come share how your day went, hear closing remarks, learn opportunities for continued engagement and enjoy final networking with colleagues and friends.	Capitol Hill Room TBD
2pm	Bus returns to United Way Worldwide (If you need an alternate schedule, you are welcome to take a cab or uber back to the hotel/airport on your own).	Bus Pick Up at Peace Circle on West Side of U.S. Capitol
2:30pm	Event Concludes Thank you for attending!	

Questions? Contact Lindsay Torrico, Director of Public Policy & Advocacy at United Way Worldwide:
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