How to Be a Good Advocate
OLLI DU Boulder, Winter Term 2020
Four Week Course, Thursday Afternoon 1:00-3:00 Beginning January 16, 2020
Facilitator Scott E. Malan
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Required Reading: 'Profiles in Courage,' by John F. Kennedy (If possible the edition with the foreword by Robert F. Kennedy)

This course will give you a new perspective on lobbying; help you develop effective communication and meeting strategies and identify the skills necessary to advance your cause or interest. Whatever the issue, political or otherwise, here is an opportunity to hear (sometimes in a light-hearted manner) from an expert advocate who walked the Hallways of Congress for over 30 years.

Week One - January 16
What are the origins of advocacy? What are earliest examples of advocates back in Ancient Greece and Rome, from our Founders, from now? Advocacy has evolved and has taken many different forms. Some are applauded, others derided. It plays a critical role in almost every aspect of life both personal and public.

Week Two - January 23
How do you best tell your story? What is the “message triangle” and why use one? How to prepare for the unexpected and why you need an “elevator pitch”. Why the “one pager” is an essential tool and how to craft an effective one. The advocacy climax: the action request.

Week Three - January 30
How do you define success in advocacy? 10 tips for a successful advocacy meeting. Local, state or national meetings – how to modify your interaction so you have maximum impact.

Week Four - February 6
Different strategic tools: strength in numbers – grassroots advocacy; power in numbers-money in advocacy; visibility in numbers – the media in advocacy.
Putting it all together: a profile in courage.