

PREVENT CANCER FOUNDATION WORKSHOP

BEST PRACTICES IN GRASSROOTS ADVOCACY

July 17, 2013

- 9:30** **Registration**
- 10:00** **Welcome and Meeting Goals – Carolyn Aldige**
- 10:10** **Overview – Grassroots Advocacy: Why It's Important – Strategies & Challenges**
- George Dahlman, Advocacy Partners
- 10:20** **Grassroots Programs – Strategic, Organizational Benefits**
- Dan Smith, The Sheridan Group
- 10:40** **Questions & Discussion**
- 10:50** **Structuring Grassroots Networks: Best Practices**
- Alec Stone, Oncology Nursing Society
 - Megan Gordon Don, Pancreatic Cancer Action Network
 - Christopher Kush, Soapbox Consulting
- 11:30** **Questions & Discussion**
- 12:00** **Lunch**
- 12:45** **Grassroots Organizing – Strategic Practices**
- Kristin Kumpf, Midwest Academy
- 1:00** **Questions & Discussion**
- 1:30** **Recruiting & Engagement - Media Channels**
- Kiera McCaffrey, Reingold Media
 - Jeremy Scott, Drinker Biddle & Reath
 - Michael Kondratick, Capstrat Consulting
- 1:50** **Questions & Discussion**
- 2:10** **Break**
- 2:15** **Breakout Sessions – Putting Ideas Into Practice**
- 3:15** **Large Group Discussion**
- 3:45** **Summary Remarks and Next Steps**