

**Advocacy Strategy Workshop**

**Raising the Moral Voices on Immigrant and Refugee Rights**

**In Western New York**

***Facilitator’s Agenda***

*Morning*

1. Coffee and getting settled (9-9:15)

2. Introductions to the participants and the workshop (9:15-9:45)

* Welcome to the workshop
* Participant self-introductions (name, organization and what you work on)
* Brief expectations for the workshop exercise if there is time

3. The Issues We Are Dealing With? (9:45-10:15)

* TV talk show format with participants working on three issues: asylum seekers, undocumented migrants, and resettling refugees
* Three basic questions: What is the real challenge you are facing at the moment? What is your main strategy going forward?
* Then opens up for full group comments

4. The Art of Advocacy Strategy (10:15-11)

* Opens with group exercise: What is Advocacy? What is Strategy?
* Presentation with Power Point
* Session can be shortened to fit time if needed.

Break (11-11:15)

5. Where is More Work Needed? (11:15-12:30)

* At tables people brainstorm two or three ideas of where more work is needed (media outreach, lifting up migrant voices, etc.)
* Those ideas are shared with the full group and written on a large notepad
* By show of hands we see which topics people want to work on and divide into small groups by choice
* Small group for 15-20 min. then 15-20 min. or report back

Lunch: 12:30-1:30

* Views from the Outside: Lunch will include an informal panel discussion and Q&A with a representative of an area elected official and a local reporter on how the issue looks from their perspective.

*Afternoon*

6. The Art of Effective Advocacy Messaging (1:30-3:15)

* Brief presentation on advocacy messaging (15 Min.)
* Divide into three groups for preparation (30 min.)
* *Undocumented Immigrants: news conference in response to county clerks*
* *Asylum seekers: meeting with Rep. Collins on ‘no zero admissions’*
* *Refugee resettlement: news conference asking for more state funding*
* Recording (15 min.)
* Playbacks in plenary and discussion (45 min.)

Break (3:15-3:30)

7. Areas of Possible Collaboration (3:30-4:30)

* A full group discussion looking at potential areas of collaboration in areas such as messaging and capacity-building for advocacy and how that might be done.

8. Closing Reflection (4:30-5pm)

* Lessons learned from the day.