

Limited-time
introductory
rate of only
\$99!

JOIN US FOR THE INAUGURAL CLASS OF THE NEW ADVOCACY ACADEMY



The Florida League of Cities (FLC) is launching a virtual Advocacy Academy to help city officials understand the legislative process and learn strategies to become strong, effective advocates. The Advocacy Academy will include five lessons:

- LESSON 1 – Introduction.** Explore an overview of the legislative process and learn about the importance of advocacy, including local decision-making 101, Home Rule history and FLC's member-driven process.
- LESSON 2 – Studies.** Discover compelling examples of grassroots advocacy efforts, including short-term rentals and regulation of smoking in public areas.
- LESSON 3 – Why is Advocacy Important for Cities?** Hear from FLC President Jolien Caraballo, Vice Mayor for the City of Port St. Lucie, on the importance of relationship-building and finding common grounds.
- LESSON 4 – Localize It: Telling Your Story.** Learn how to communicate about specific legislative issues, armoring steps/First Order Values and the "Ask" scale.
- LESSON 5 – Advocacy Tools and Resources.** Access legislative tools and resources to stay connected and informed.

The lessons in the Advocacy Academy are designed to help city officials advocate for their cities' unique needs and help ensure local voices are making local choices in Florida.

