

**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**
- Sam Salkin, 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**