

ABOUT AMERICA FORWARD

America Forward is a breakthrough nonpartisan national policy and advocacy organization that unites social entrepreneurs with policymakers to promote a policy agenda that fosters innovation, rewards results, and champions effective cross-sector solutions to our country's most pressing social problems. We lead the [America Forward Coalition](#), a network of 100+ social innovation organizations that engage in collective advocacy in early child care and learning, K-12 and post-secondary education, youth mental health and wellbeing, economic mobility and workforce development, evidence-based policy, social innovation, national service, and civic participation. Working together, America Forward has leveraged over \$1.9 billion in public funding for evidence-based innovation, directing critical resources to programs achieving measurable results for those who need them most.

America Forward empowers our network of social entrepreneurs to become better, bolder advocates by building policy and advocacy capacity through the [America Forward Advocacy Institute](#).

THE AMERICA FORWARD ADVOCACY INSTITUTE: HELPING SOCIAL ENTREPRENEURS BECOME BETTER, BOLDER ADVOCATES

Effective advocacy is critical in the current political environment, and achieving systems change requires the active participation of community leaders. **The America Forward Advocacy Institute** provides best-in-class advocacy training to social entrepreneurs, and the constituents they serve, through virtual trainings, in-person policy boot camps, hands-on Hill Days, and individualized policy advising. We demystify the policy process and **help leaders become better, bolder advocates** who can successfully engage with and influence the federal policy process.

America Forward Advocacy Institute programs help social impact organizations explore and master what advocacy is, why advocacy matters, how to advocate well, and when and where to focus their efforts as they make advocacy a core part of a systems-change strategy. Participants **learn how to identify strategic advocacy priorities, advocate effectively and legally, and forge advocacy and communications partnerships** to amplify individual and collective policy goals.

HOW WE WORK

The America Forward Advocacy Institute helps social entrepreneurs build their skills to effectively advocate for organization-specific policy priorities and develop techniques to advocate collectively to advance system-wide change through interactive trainings with real-time expert feedback.

America Forward's senior staff and nationally-recognized expert policy advisors serve as Advocacy Institute instructors. Together, we bring decades of experience to the table, helping social entrepreneurs and the constituents they serve successfully advocate for systems change.

Social entrepreneurs can go farther together when advocating collectively to advance opportunity. The America Forward Advocacy Institute offers entrepreneurs and advocates a community of learning, knowledge-sharing, and mutual support.

ADVOCACY INSTITUTE HIGHLIGHTS

- ★ Dozens of distinct trainings and briefings offered to hundreds of participants. Examples of America Forward Advocacy Institute program offerings include:
 - *Leveraging Federal Funding*
 - *Nonprofits CAN Lobby*
 - *Appropriations 101*
 - *Navigating Federal Grants and Contracts*
 - *Building Your Evidence Base*
 - *Telling a Data & Evidence Story*
 - *Political Asset-Mapping*
 - *Elevating Proximate Community Voices in Policy & Advocacy*
 - *Communicating with Policymakers 101*
 - *Strategic Communications in a Changing Political Climate*
 - *Advocacy in Times of Crisis*
 - *Bridging Generations for Inclusive Policies and Practices*
 - *The New Administration & Congress: What Coalition Members Need to Know*
 - *Navigating and Engaging in Election Cycles*
 - *Special Sessions on Timely Topics. Sample Special Sessions recently offered include: H.R. 9495, Immigration Enforcement, DACA, COVID Relief Funding, and many more.*
- ★ Economic Mobility, Education, and Appropriations topic-specific intensive DC Hill Weeks to advocate for America Forward Coalition organizations' funding and policy priorities.
- ★ Bespoke Advocacy Institute tracks designed for specific organizations focused on a particular policy issue and outcome.
- ★ Customized toolkits (including a Hill Week Participation Guide, Fall Advocacy Toolkit, and Social Media Toolkit), advocacy fact sheets, policy memos, and other resources that provide organizations with the information and tools they need to engage effectively with policymakers.

The America Forward Advocacy Institute equips leaders to become better, bolder advocates for education, economic mobility, and other systems-change that moves all of America forward.