

Advocacy Evangelists

Rebecca K. Blood — has more than 25 years of public policy, legislative and regulatory experience at the local, state and federal levels of government. She is eligible for licensure in secondary education, social studies and is currently President of RKBlood Consulting.

Scott M. Lindsay — brings nearly 15 year of experience working on congressional campaigns, grassroots initiatives, and on a range of federal, state, county and local issues. As a former congressional aide and a current government relations specialist, he brings a seasoned and unique perspective on the importance of legislative advocacy.

Select Clients:

- National Hydropower Association
- Northwest Public Power Association
- Northern California Power Agency
- Rural Broadband Coalition
- Broadband Wireless World
- Rural Telecommunications Congress
- Arlington, VA Adult Ed –Capitol.Net



Scott M. Lindsay Consulting
Advocacy Training

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Advocacy
Empowerment



“Advocacy for Everyone”

202-255-0325

ADVOCACY EMPOWERMENT

Advocacy Training:

As former Congressional staffers and current lobbyists, Scott M. Lindsay and Rebecca K. Blood offer unique perspectives on the importance of legislative advocacy. We are passionate about advocacy and created an introductory advocacy training course that covers all of the basics of effectively interfacing with any elected official.

We offer Webinars and full or half-day advocacy training courses that help make working with Congress, State Legislatures and other elective bodies less overwhelming and more productive.



Our Introduction to Advocacy

Course Includes:

- Copies of SML Consulting *Congressional Advocacy Pocketbook* (this 15-page reference guide includes much of the following...)
- Tips on writing elected officials with sample letters
- Staff organization and responsibility overview
- Pointers for calling on elected officials or their staff
- Best approach for requesting a meeting and getting to the appropriate staff
- Helpful suggestions for meeting with elected officials and staff
- Delivering your message effectively and asking for support or action — “the ask”
- Follow-up and its importance to your effort
- Advice on establishing, building and maintaining positive relationships with your elected officials
- Urgent requests and how to best communicate with offices on short notice
- On-line legislative resources and a tutorial on how to access the same information that elected officials do to make policy decisions

“I’ve been to many advocacy training sessions, and this is one of the best introductions to advocacy courses I’ve seen.”

- Bob Rowe

Former Montana Public Service Commissioner
and President of the National Association of
Regulatory Utility Commissioners (NARUC)

Our Advocacy Training Method:

To best prepare effective advocates, we work with you to determine your specific educational goals. This allows us to tailor

our program to your issues and to meet identified training objectives through:

- Interactive Lessons
- Group Discussions
- Presentations
- Informative and Entertaining Videos
- Guest Speakers (including elected officials and legislative staff)
- Role-Playing
- Game Participation

FOR A QUOTE CONTACT
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