

MAKING LOCAL GOVERNMENT WORK FOR YOU



Join other Hermiston area residents in learning to better understand local government and tackle community needs!



TRAINING TOPICS INCLUDE:

- GETTING PEOPLE TO RUN FOR OFFICE
- DEFINING ISSUES & BUILDING COALITIONS
- MAKING RURAL VOICES HEARD
- CREATING A COMMUNICATIONS PLAN
- ACTION PLANNING

- **SESSION 1** - THURS. 9/30, 4-7PM
- **SESSION 2** - THURS. 10/7, 4-7PM
- **SESSION 3** - THURS. 10/14, 4-7PM
- **SESSION 4** - THURS. 10/21, 4-7PM
- **SESSION 5** - THURS. 10/28, 4-7PM

Sessions will be held in-person in Hermiston. Food will be provided.

Register Now!: bit.ly/3xQ6nuu

Questions? Contact Jennifer Groth, RDI
jgroth@rdiinc.org | 458-215-8396 x3

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UNDERSTANDING LOCAL GOVERNMENT - 9/30

SESSION 1

The first session is focused on understanding the **local government landscape** and the variety of ways residents can **connect to elected officials**, get involved in **commissions and committees**, and consider what **issues and projects** are important to them. Activities include thinking about what is already **working well** in the community, identifying and mapping local public bodies in the region, and talking about **who has power** and who does not.

DEFINING ISSUES AND BUILDING COALITIONS - 10/7

SESSION 2

This session begins with a **panel of elected officials**, who will share their experiences as a public servant, including how they first became involved in government. We will also cover **building coalitions** to get more people involved in your issue or campaign and learn **why coalitions help** in working with local and state governments.

DEFINING YOUR MESSAGE - 10/14

SESSION 3

Following a panel of **coalition members** sharing their successes and challenges, this session dives into the basics of **strategic communications**, including skills that work well in a government setting. Concepts include **message framing**, understanding your **communications objective**, and crafting memorable **talking points**.

CREATING A COMMUNICATIONS PLAN - 10/21

SESSION 4

Develop a **strategic communications plan** for an issue or candidate campaign with the help of **local media experts** who will share their knowledge about **channels and tools** for effective communication, understanding your audience, and staying on message.

TAKING ACTION - 10/28

SESSION 5

This final session takes a deep dive into tactics to ensure your **project or campaign** can be successfully implemented, including methods for effective **project action planning**, and strategies to **keep momentum going** for long-term efforts.

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