



WISCAP Advocacy Day Training & Advocacy Day

April 8-9, 2025

Tuesday, April 8 - Olbrich Gardens
Wednesday, April 9 - Wisconsin State Capitol

Advocacy Day Training

Tuesday, April 8

10a – 4p

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9:30a – 10a	Arrival and Coffee
10a – 11:30a	How to Visit a Legislative Office – Gary Goyke During this presentation Gary will share best practices for visiting legislative offices. In addition to the best practices Gary will share what is considered lobbying and what is not, the current political landscape in Wisconsin and who you can expect to meet with while you make your visits
11:30a – 12:30p	Lunch
12:30p – 1:30p	Legislator Panel – Guests TBD We will be joined by a panel of legislators who will share their own experiences with office visits. They will also share what they feel is the best way to be an advocate for a cause and how to make these visits as effective as possible.
1:30p – 2:30p	Governors Office Staff During this portion of our day together we will be joined by staff from the Governor’s Office who will provide an update on their policy agenda as well as their experiences with office visits and what they feel is the best way to be an advocate.
2:30p – 3:30p	Lobbying vs Advocacy – Mike Murray Mike Murray who is the former Vice President of Government Affairs of Planned Parenthood of Wisconsin will join us to share his vast experience on the differences between Lobbying and Advocacy.
3:30p – 4p	Wrap Up and Prep for Advocacy Day