



# 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

[REGISTER HERE](#)

**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**

We will be joined by a panel of legislators including Sen. Dora E. Drake, Rep. Amaad Rivera-Wagner, Rep. Ann Roe, and Dane County Executive Deputy Chief of Staff Aaron Collins 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**

**Governor's Office Staff**

During this portion of our day together we will be joined by Mitch Wallace of 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**

**We Want to Hear From You!**

Please scan the QR Code below to leave your feedback on today's sessions!

