

ADVOCACY AND ACCOUNTABILITY AT CITY HALL

DEFINE AND REFINE THE ASK

Few of us in the community understand **how to be effective advocates at City Hall**. Or how community groups can best **hold our local governments to account on their promises**.

This **highly-engaging in-person workshop** is the first of two training sessions for community leaders to improve their advocacy with municipal governments. The workshop is focused on **crafting a specific and realistic ask** that gets both action *and* impact from City Hall.

SCHEDULE

8:45 - 9:00 am	Arrival and Coffee
9:00 - 9:05 am	Objectives of the Day
9:05 - 9:50 am	Define the Ask <ul style="list-style-type: none"> • How to get action from City Hall action <i>but also impact</i> • Four ways to measure success
9:50 - 10:35 am	Refine the Ask <ul style="list-style-type: none"> • How to make your ask unforgettable • Use an anchor to control the narrative
10:35 - 10:50 am	Break
10:50 - 11:35 am	Master the Process <ul style="list-style-type: none"> • Understand the opportunities to effectively engage
11:35 - 11:45 am	Wrap Up and Closing Thoughts



IN THIS WORKSHOP, YOU WILL LEARN HOW TO:

- **Craft a specific and realistic ask of City Hall**, as simple messages everyone can understand
- **Articulate a range of wins** that keeps your initiative moving forward and your supporters motivated
- **Define an anchor**, budgetary or other, that frames how people view the issue
- **Map out the decision-making process** at City Hall, and the different opportunities for advocates to engage

INTENDED AUDIENCE

- **Community leaders within the environmental, housing, transportation and social sectors**, engaged on issues with city hall
- **Citizen advocates and other everyday leaders** working for a better city

WORKSHOP LEADERS

This workshop is led by Catherine McKenney and Neil Saravanamuttoo of CitySHAPES.



Catherine McKenney
Executive Director, CitySHAPES

Former two-term Councillor and senior staff member at City of Ottawa



Neil Saravanamuttoo
Deputy Director, CitySHAPES

Former Chief Economist of G20 Global Infrastructure Hub and executive at Finance Canada