



Organization Growing Workshop
 Farmington Hills, MI
 April 28, 2019

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
11:00-11:30 AM	Registration		
11:30-11:45 AM	Welcome	<ul style="list-style-type: none"> • Leadership Institute overview • Program schedule • Introduction of participants and faculty 	Dena Espenscheid Director of Grassroots Coalitions Leadership Institute
11:45-12:45 PM	Growing Your Organization	<ul style="list-style-type: none"> • Being Likeable • BYOBC • Activation 	TBA
12:45-1:15 PM	Grab Lunch & Return for Class		
1:15-2:00 PM	Building Coalitions	<ul style="list-style-type: none"> • Developing Stakeholder Matrix • Effective Use of Coalitions • Roles, Responsibilities, and Expectations 	TBA
2:00-2:45 PM	Volunteer Recruitment and Management	<ul style="list-style-type: none"> • List Building • Activating Contacts • Recognition and Gratitude 	TBA
2:45-3:00 PM	Break		
3:00-3:45 PM	Public Relations and Earned Media	<ul style="list-style-type: none"> • Building Press Lists • Nurturing Relationships • Press Releases & Letters to the Editor 	TBA
3:45-4:30 PM	Social Media Outreach	<ul style="list-style-type: none"> • Best Practices • Building Your Influence • Picture Power 	TBA
4:30 PM	Q and A and ADJOURNMENT		