



Roger Rickard is a leading authority on advocacy, helping to grow your community of advocates



What clients have to say

Roger spoke to more than 1200 at our YF&R Leadership Conference... his presentation was insightful, inspiring and informative. But mostly it was engaging!

Cody Lyons, Director of Advocacy, American Farm Bureau

IAEE embarked on a journey five years ago to increase our advocacy influence... we choose Roger. We have been working together ever since to educate our supporters and train them to be effective advocates.

David DuBois, President & CEO, International Association of Exhibitions & Events

He has an uncanny ability to take these complex issues and explain them in ways that associations, and other industry advocates could understand and leverage for the betterment of their own initiatives .

Robert Canton, US Leader, PwC Sports & Tourism Practice, PricewaterhouseCoopers

*Roger and I have worked together many, many times during my tenure as CEO of the Event Industry Council (EIC). He is a fabulous keynote speaker, educator, and moderator. I have used his talents in all of these areas and more. He is an advocacy leader that I highly endorse. **Karen Kotowski, (former) CEO, Event Industry Council***

Most Requested Titles

Elephants Don't Bite — Donkeys Don't Kick

Seven Actions of Highly Effective Advocates

The Seven Branches of the Advocacy Tree

Ripped from the Headlines

PACman — This game is Not for Kids

We the People... The Citizen Advocate!



Your supporters deserve to be heard.

Most organizations don't have enough advocates. We created a step-by-step system to grow your advocates and magnify your influence.

*Step 1: **Inspire** - people must be inspired to want to take action. They need to understand their important role in the success of the mission.*

*Step 2: **Educate** - people must feel comfortable in their knowledge of what to do as an advocate. What are the best practices to achieve success. Without education people will fear engaging.*

*Step 3: **Engage** - a higher percentage of people will engage in an advocacy activity if they are first inspired and then provided the advocacy education to know what to properly do.*

*Step 4: **Activate** - people want to be a part of a cause greater than one's self-interest. When you have activated advocates, they will always be there to defend and protect your mission.*

Roger Rickard knows that successful advocacy can change the world, it is his life's passion as the Founder & President of Voices in Advocacy® and author of *7 Actions of Highly Effective Advocates* and host of the Voices in Advocacy® Podcast. He has more than 30 years of experience as a professional speaker, trainer, consultant, and author

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Roger Rickard is the author of *7 Actions of Highly Effective Advocates*.
Available at Amazon.



Key Questions to Ask about Effective Advocacy

by Roger Rickard

1. **Are your supporters informed on the issues of your organization?**
2. **Have you identified your strategic partners and alliances?**
3. **Are you engaging and activating your advocates?**
4. **Do you have a sustainable and inspired advocate base?**
5. **Can you identify your key advocacy talking points?**
6. **When was the last time your advocates engaged with the elected?**
7. **Where are your opportunities to expand your sphere of influence?**
8. **Why do you need an advocacy toolkit for your supporters?**
9. **When do you speak out for your issue or cause?**
10. **How can you convert believers into champion effective, influential advocates?**

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