

David Rehr

Advocacy Advisor

Secrets from an Advocacy Insider. David Rehr gets results. As former head of the National Association of Broadcasters and the National Beer Wholesalers Association, he has key insight into helping organizations increase visibility and effectiveness. He'll share communication techniques that get noticed by key legislators and their staffs, and reveal how to design and stage a high-impact Washington conference. Rehr excels in areas of strategy and branding, and he'll identify the small changes that can make a big difference for your association's advocacy objectives.

Energizing Your Grassroots Constituents. Rehr tackles the core objectives of grassroots advocacy. How can you get people back home more engaged? He helps organizations pinpoint the right people, in the right district, and train them to stay on message. Whether the goal is campaign involvement, town hall meetings or building energy around a specific issue, Rehr excels at training organizations to maximize their grassroots opportunities.

Building an Advocacy Organization from the Ground Up. It's more than just staffing. With so many messages flooding the halls of Congress, creating an organization that can cut through the clutter effectively is an art and a science. David Rehr uses over 25 years of experience in Washington to help young organizations rise to prominence. He examines the perceptions of your organization by the public, discusses strategies for planning visits to Capitol Hill, and marketing and branding opportunities. Rehr's insight and experience is invaluable for anyone looking to get their message heard.

Positioning (or Re-Positioning!) Your Brand. David Rehr excels in areas of branding and marketing for association clients. The first step is examining how the public sees your organization, and how they see your competitors. When you decide on a branding strategy, reinforcement is the key. Be evangelical about your brand both internally with staffers and externally with vendors. Rehr reveals tricks to create and reinforce an authentically different brand for your organization, and how to achieve "stickiness" so that people remember it.

The Importance of Business Leaders to Political Activism. A very low percentage of Congress-people have actual business backgrounds, leading to a disconnect in understanding how changes in policy can bolster the economy in their districts. Rehr explains that business people need to be more engaged in politics, whether by representing their trade organization in a meeting with Congress, or by building grassroots energy at home. He reveals business lessons that can be applied to Washington, and how to treat a visit to Congress like a sales call.