

# Thunderhead Training

## Winning Campaigns

Los Angeles, CA • August 24-26, 2007



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The only professional campaign training series for leaders of bicycle and pedestrian advocacy organizations.

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**J**oin your fellow bicycle and pedestrian advocacy leaders to learn from expert coaches and each other through Thunderhead's proven curriculum on choosing, directing, and winning campaigns to promote complete streets, where walking and bicycling are safe and commonplace.

After three days of fun and inspiring work with the country's leading experts in advocacy, you'll come away with the tools and confidence to be a leader in your community — one who knows not just how to advocate for improvements, but win them!

You'll learn how to:

- choose the right issue;
- set realistic but visionary goals, choose the best strategies and tactics, and stick to timelines;
- map out the power structure in your community, support and leverage allies, neutralize and convert enemies!
- communicate effectively, reaching the right audience with the right message through the right media, ...and
- raise money, to strengthen your organization for the next bigger victory!

In the end, you'll have a detailed campaign blueprint that will assure a victorious campaign *and* set up your organization for greater victories in the future.

Registration is only \$250 and includes Friday's reception, Saturday's breakfast, lunch, bicycle tour and party, and Sunday's breakfast and lunch. Discounts are available for additional representatives from the same organization.

**Register today at [www.thunderheadalliance.org](http://www.thunderheadalliance.org)**

**"A how-to kit for influencing public policy.** I learned methods and tactics I have used on a regular basis. It's now Board policy that at least one Member each year attend a Thunderhead Training." — Gary Wysocky, President, Sonoma County Bike Coalition

**"Even though I have a Master's Degree in Public Administration and many years of experience, the training was all new information to me, and well worth the time, travel, and cost!"**  
— Emily Drennen, Acting Executive Director, Walk San Francisco

**"What's unique about Thunderhead trainings is that it is custom tailored; everything was applicable to us as a bicycle advocacy group. It's one of the best things I've done as the Executive Director of my organization.** This will energize you and return you home refreshed and ready to do things with a new perspective." — Adam Fukushima, Exec. Director, San Luis Obispo County Bicycle Coalition