

MASTERING GRASSROOTS ADVOCACY COURSE INFO SHEET



**Member
Benefit Course**

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**AI Coach
Support**



Course Overview

Effective advocacy doesn't start in Washington — it starts in local communities. Mastering Grassroots Advocacy: Strategies for TIA Members is designed to help transportation professionals confidently engage with policymakers, mobilize their networks, and influence decisions that impact the freight brokerage industry.



This course equips TIA members with practical advocacy skills, from understanding legislative and regulatory processes to crafting compelling messages, organizing grassroots events, and building long-term relationships with elected officials. Through interactive modules, real-world case studies, and guided action planning, learners develop the confidence to speak on behalf of their businesses, employees, and communities.

Whether you're new to advocacy or looking to sharpen your impact, this course provides the essential tools to drive collective action and advance industry priorities at the local and state levels.

What You'll Learn

After completing this course, you will be able to:

- Explain the purpose and impact of grassroots advocacy in shaping transportation policy
- Understand legislative and regulatory processes and identify key moments to engage policymakers
- Build and sustain a strong advocacy network by identifying, mobilizing, and motivating supporters
- Develop and implement a local advocacy plan tailored to your community or state
- Craft clear, compelling messages aligned with TIA's mission and tailored to policymakers, media, and the public
- Use storytelling techniques to communicate the real-world impact of freight brokerage issues
- Leverage advocacy tools and communication channels including email, phone calls, social media, petitions, and in-person meetings
- Organize and host grassroots events such as town halls, rallies, site visits, and community forums

- Conduct effective meetings with legislators, including preparation, delivery, and follow-up best practices
- Measure advocacy success, sustain momentum, and continuously improve engagement efforts

Competencies You'll Build

This course supports the development of core professional competencies, including:

- **Advocacy Strategy & Community Mobilization**
- **Stakeholder Communication & Relationship Building**
- **Public Policy Literacy**
- **Message Development & Storytelling**
- **Event Planning & Engagement Techniques**
- **Decision-Making Under Constraints**
- **Leadership, Influence & Professional Confidence**

How the Course Works

Course Type:	TIA Member Benefit / On-Demand
Length of Access:	60 days of access from enrollment
Cost:	Complimentary to TIA Members
Final Exam:	Yes
Certificate:	Certificate of Completion issued

Who Should Take This Course?

- TIA members interested in influencing transportation policy at the local or state level
- Brokerage leaders seeking to represent their businesses and employees in public discussions
- Operations and compliance professionals impacted by regulatory changes
- Sales and management teams engaging with community stakeholders
- Anyone who wants to turn industry experience into meaningful advocacy

This course is ideal for professionals ready to move from passive awareness to active participation in shaping the future of freight brokerage.

Why It Matters

Policy decisions made at the local and state level directly affect how brokerages operate — from licensing requirements to fraud enforcement and transportation infrastructure. Without informed industry voices, these decisions risk being made without understanding real-world freight operations.

Mastering Grassroots Advocacy empowers TIA members to engage confidently, communicate clearly, and build lasting relationships with policymakers. Learners gain practical frameworks for organizing supporters, delivering persuasive messages, and sustaining advocacy efforts over time.

By completing this course, members strengthen their ability to protect their businesses, support their communities, and advance the collective interests of the transportation intermediary industry — turning individual voices into coordinated impact.