

# Rural Civic Engagement Project

## Why should rural people get involved?

Vibrant communities are shaped by civic leadership, thoughtful community conversation, and collaborative efforts toward community priorities. Rural voices are often underrepresented in state government because of geographic distance from the state capitol, lower population density in rural places, and fewer resources available to champion rural priorities and shine a light on rural issues. **As rural residents, we can help shift this.**

## What Is the Rural Civic Engagement Project?

This important initiative responds to demand to better connect people from rural communities to their state and local governments. The program will:

- Provide valuable expertise in defining issues
- Provide tools to support community projects
- Create compelling issue and candidate campaigns.

Vibrant communities are defined by actively engaged people working with elected officials to set priorities and make things happen.

## What is in it for me?

Rural Civic Engagement Project participants will join with others interested in understanding local government and taking action to make a difference in their community. Participants will gain:

- A roadmap for effectively shifting policies
- Hands-on learning and problem-solving with experts and peers
- Connection and access to elected officials and policy leaders
- Improved knowledge of government structures and effective issue and candidate campaigns
- Mentoring and coaching with proven leaders
- Improved effectiveness as policy leader
- A fully-developed advocacy plan for your issue or campaign

## For More Information, Contact:

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## Program Goals

- Build connections between rural residents and elected officials
- Help rural residents navigate government processes and work collaboratively and effectively to champion community priorities
- Encourage rural residents to consider elected office
- Help participants define issues and develop action plans

## Sessions at a Glance

- See It Differently:  
Understanding Local Government
- Say It Differently:  
Creating a Communication Plan
- Do It Differently:  
Taking Action

