



Capitol Resource Institute

Dear Judeo-Christian Leader,

November 15, 2010

Welcome to the Third Monday Evening Tele-Training, hosted by Public Awareness Ministries / PreserveLiberty.com. The outline for tonight's teaching, **Ten Commandments of Effective Advocacy** by **Karen England**, Executive Director of **Capitol Resource Institute** (www.CapitolResource.org) begins below on page 2. Karen England's BIO can be found on page 3.

Tea Parties, Town Halls, meetings, rallies, and conferences are vitally important, but when the rally is over, what effective things will we each do to on our own home turf that really make a difference (without a big time commitment)?



While Glenn Beck, Sean Hannity, and Rush Limbaugh do an excellent job "sounding the alarm," telling us what's wrong in America and how it affects us, they do not provide **a local plan** to reclaim our nation through consistent united city-by-city prayer and work. This is the goal of PreserveLiberty.com...

Restoring America's Biblical and Constitutional foundation will require prayer and focused work of individual citizens like you and me. If Christians with a Biblical worldview¹ will **GIVE** one hour a month in consistent united local prayer **and** one morning a month to work to advance Biblical values and God-honoring leaders, then we'll **GET** America back.

Share the vision of thousands of local groups across America, each of which has several churches or organizations tied-in, that consistently pray and work together city-by-city to advance Biblical values and God-honoring leaders (like Karen England). **Will you join us** and encourage others to join us? **Thank you** for your time, prayers, and consideration.

--Equipping conservative thinkers to pray and work together, city-by-city, to protect life, marriage, and America's Biblical foundation,

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"God grants liberty **only** to those who love and are willing to defend it." -- *Daniel Webster*

¹ Barna.org estimates that approximately 10% of all Christians have a Biblical worldview.

Ten Commandments of Effective Advocacy
Karen England, Executive Director, Capitol Resource Institute,
www.CapitolResource.org

Ten Commandments of Effective Advocacy -- A guide for ordinary citizens to successfully lobby their government. You do not have to be a Sacramento or Washington insider in order to be effective all you need to do is follow the following 10 steps.

I. Know Thy Legislator

II. Establish a Relationship

III. Be Prepared

IV. Tell the Truth

V. Know Thy Opposition

VI. Believe in What You are Advocating

VII. Communicate Effectively

VIII. Negotiate When Necessary

IX. Persevere

X. Thank Them



Karen England is the Executive Director of Capitol Resource Institute (www.CapitolResource.org), a non-profit organization that provides education and advocacy for family values. She has led its work in the California state legislature and at local government levels for 10 years. CRI is the oldest and largest pro-family public policy organization in California.

Her public policy involvement began with combating anti-family policies at the local and state levels, as she saw their impact on her own family. After this, Karen began volunteering with Concerned Women for America, and became the Legislative Liaison for Eagle Forum.

In her position at CRI, Karen has been described as “a point person for conservatives.” Legislators and others seek out Karen for her incisive and consistently pro-family analysis of current legislation. As the creator of “Day at the Capitol,” Karen brings regular citizens into the legislative and advocacy process. Audiences enjoy her as a dynamic speaker who shows people how to impact public policy for the family values they hold.

Karen brings a special enthusiasm to equipping youth, who are the next generation of pro-family leaders. She directs the City on the Hill Youth Leadership Conference. Each summer, students become mock legislators for the week, receive hands-on training in grassroots organization, learn about their Christian heritage, and more. During the academic year, Karen conducts seminars on civic involvement at public and private high schools.

Karen serves her state and nation in a range of capacities. She has been appointed by Congressman McClintock to serve on the California Republican Party State Central Committee, where she serves on the important Initiatives Committee. Karen is the National Committee Woman for the California Republican Assembly and board member to the National Federation of Republican Assemblies. She was recently elected to the Placer County Republican Central Committee. In 2005 she was appointed spokeswoman for California’s Prop 73 campaign. She brought her passion and advocacy skills to the campaign, in arguing that parents should be notified before minors undergo surgical abortion. Prior to the Republican National Convention in 2004, Karen was named Housing Director for the California Delegation.

The media regularly feature Karen in print, radio, and television coverage of family issues. She has represented family values in outlets including FOX News, The O’Reilly Factor, The Laura Ingram Show, the San Francisco Chronicle, WorldNetDaily, and others. Her writing has appeared on the FlashReport, California’s version of the Drudge Report, and elsewhere.

Karen is happily married to John England. They reside in Roseville, California.



Mark Matta graduated from the University of Southern California in 1985 with an MBA in Finance, and has served in various financial roles from commercial banking to CFO. He also served as a California Senate District Representative for four years (during which time God gave him the special opportunity to meet President Reagan and fly an F-16 at Edwards Air Force Base). Mark has been involved in public policy for 20 years. Mark currently serves as a full-time development director for an international media ministry.

Mark gave his life to Jesus Christ at the age of 12. His wife Lisa is an eighth-generation niece of George Washington. Their four children are ninth-generation descendents of George Washington's brother John Augustine Washington. As a family they enjoy learning and sharing about America's Biblical and Constitutional foundation.

In 2001, Mark established the PreserveLiberty.com website to provide free resources to equip people of faith to understand and protect America's Biblical foundation, the source of our liberty. He also co-founded **Public Awareness Ministries**, a non-profit 501c3 educational organization that equips people of faith to **pray** together locally for our leaders and nation (I Tim. 2, II Chr. 7:14), **remember** the wonderful works of God (Ps. 111:4), and **work** together locally to advance Biblical values and God-honoring leaders (Lk. 19:13, Ex. 18:21). Mark is serving as a volunteer executive director of Public Awareness Ministries to help build a standing army, city-by-city, that prays and works together to protect life, marriage, America's Biblical foundation, the source of our liberty to freely evangelize. By consistently reclaiming our cities for Christ, beginning with prayer, we can get our states and nation back.