

Congressional Advocacy 101





Congressional Advocacy 101

- ▶ What Makes a Successful Advocacy Day
- ▶ Get the Most Out of Meetings
- ▶ Helpful Meeting Tips
- ▶ Meeting Etiquette
- ▶ Meeting Do-s
- ▶ Meeting Don't-s
- ▶ Making “The Ask”

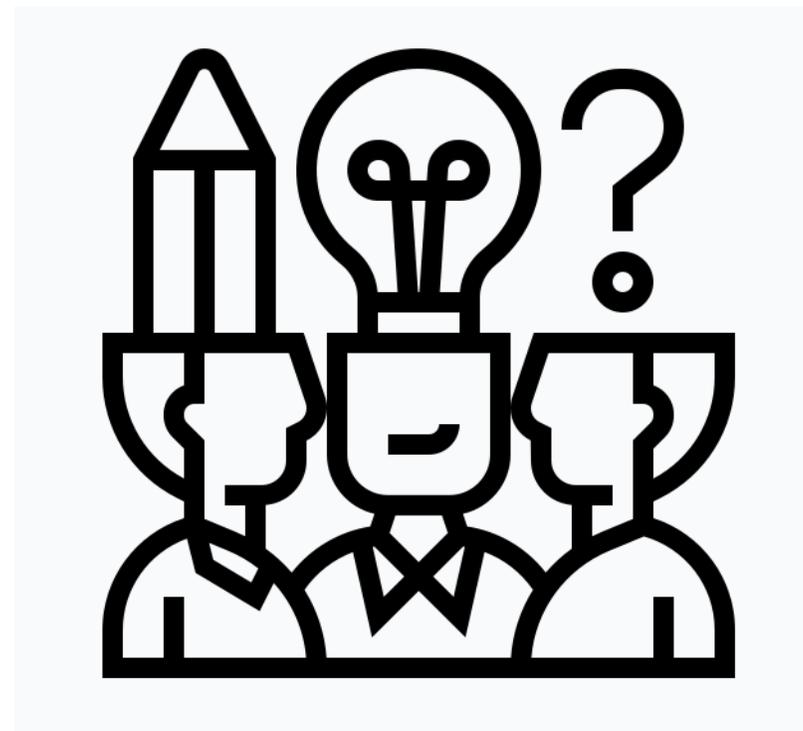




What Makes a Successful Advocacy Day

► Being organized:

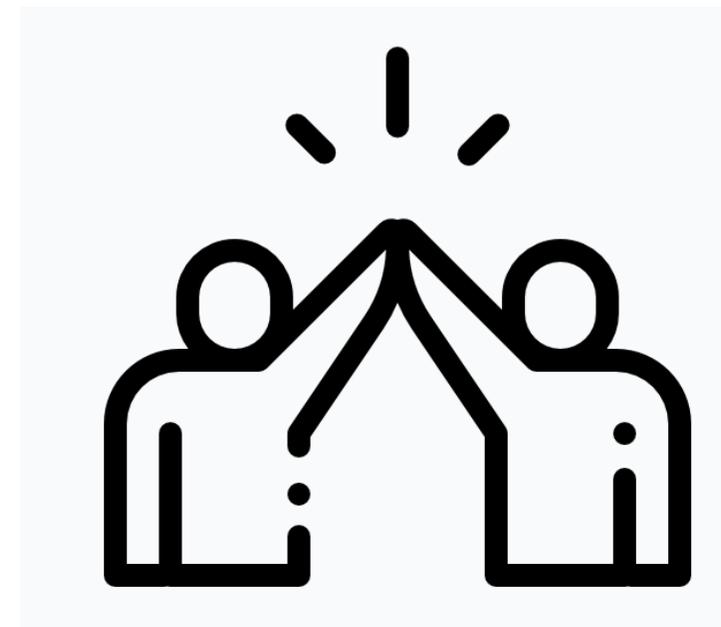
- Have materials easily available
- Appoint a meeting leader & conversation facilitators
- Express priorities eloquently
- Make the “ask”
- Take pictures with Members of Congress or staff during meetings & share them on social media:
 - Use @SHPE @SHPEChapter





Get the Most Out of Meetings

- ▶ Time is limited, ensure all roles are worked out in advance
 - Meeting lead: Opening & Intro
 - Facilitators: Speak to priorities, set the problem & share personal stories
 - Closing: Make “**The Ask**”
- ▶ Through story telling, we make an appeal to emotion and speak to the impact of SHPE individually and as a community
- ▶ Stay focused and avoid distractions





Helpful Meeting Tips

- ▶ Always thank the staff/legislator for his/her time
- ▶ Take notes
 - Highlights, comments, questions, or concerns
 - You will need these when sending a follow up “Thank You” email
- ▶ Don’t finish the meeting without making “The **ASK**”
- ▶ End the meeting a few minutes early to take pictures before heading to the next meeting





Meeting Etiquette

- ▶ Arrive to the meeting early
 - No more than 5 minutes
- ▶ Be fully present & engaged in the meeting
- ▶ Be professional at all times
- ▶ Find a separate time to work on other tasks





Meeting Do-s

- ▶ Keep introductions brief:
 - ▶ My name is X, majoring in Electrical engineering” OR “I’m a software engineer at X Company”
- ▶ Thank the staffer/legislator for previous support, public statements, or prior funding dedicated to your mission
- ▶ Take notes!
- ▶ Always offer to be a resource
- ▶ Be mindful of time – time is limited





Meeting Don't-s

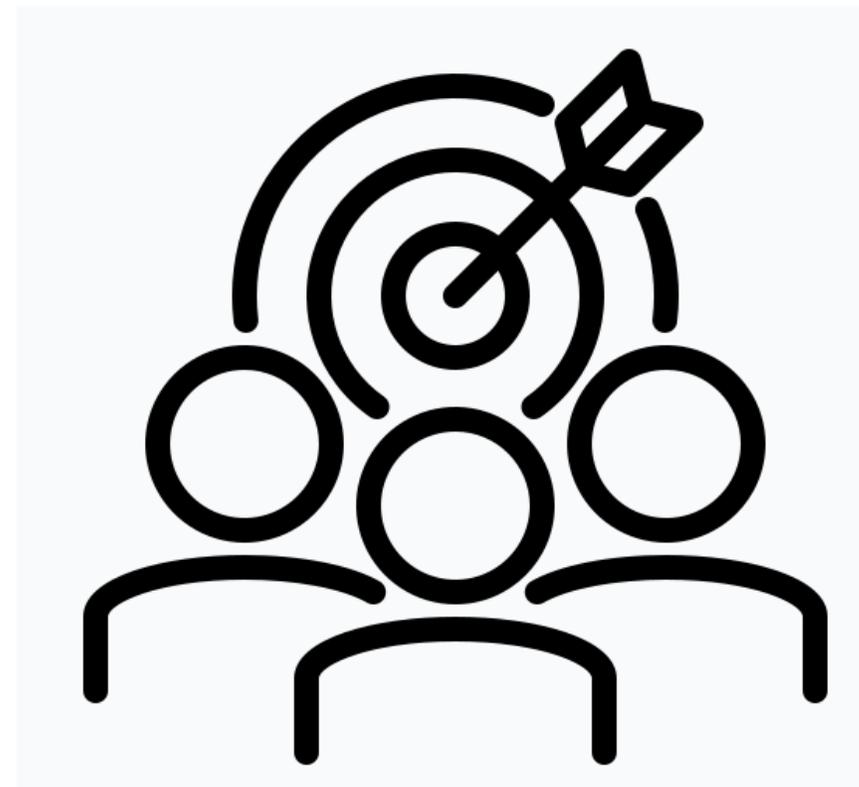
- ▶ Don't be partisan
- ▶ Don't speak too fast
- ▶ If you don't know the answer, simply say "I'll have to get back to you on that" & add them to your notes and notify SHPE staff to provide the answer
- ▶ Do not disagree with other members of your group
- ▶ Don't forget to send a follow up/Thank You email no later than 2 days after the meeting
 - Refer to your notes





Making “The Ask”

- ▶ The ASK represents the action that Members and staff should prioritize following the meeting
- ▶ Be polite but don't be afraid to firmly declare your “Ask”
- ▶ Give the legislator/staff an opportunity to respond to your request
- ▶ If the staff says “I have to talk to my boss”, circle back in the “Thank You” email





QUESTIONS?

EMAIL TO: MARIANAA@SHPE.ORG

Mariana Acuña Delgado, Government Relations Director

