



SHPE

Leading Hispanics in STEM®

Government Relations

Congressional Advocacy & Lobbying 101





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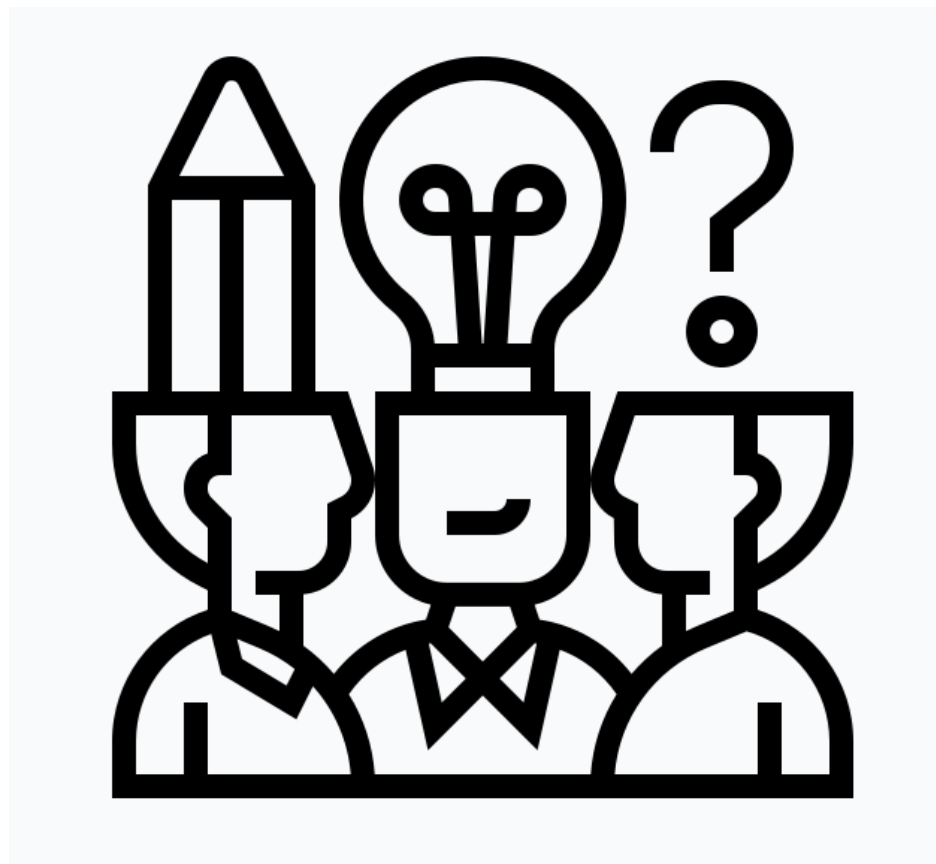
- ▶ **What Makes a Successful Advocacy Day**
- ▶ **Get the Most Out of Meetings**
- ▶ **Meeting Do-s**
- ▶ **Meeting Don't-s**
- ▶ **Making “The Ask”**
- ▶ **Organize a Prep-Day**
- ▶ **Helpful Meeting Tips**
- ▶ **Meeting Etiquette**





What Makes a Successful Advocacy Day

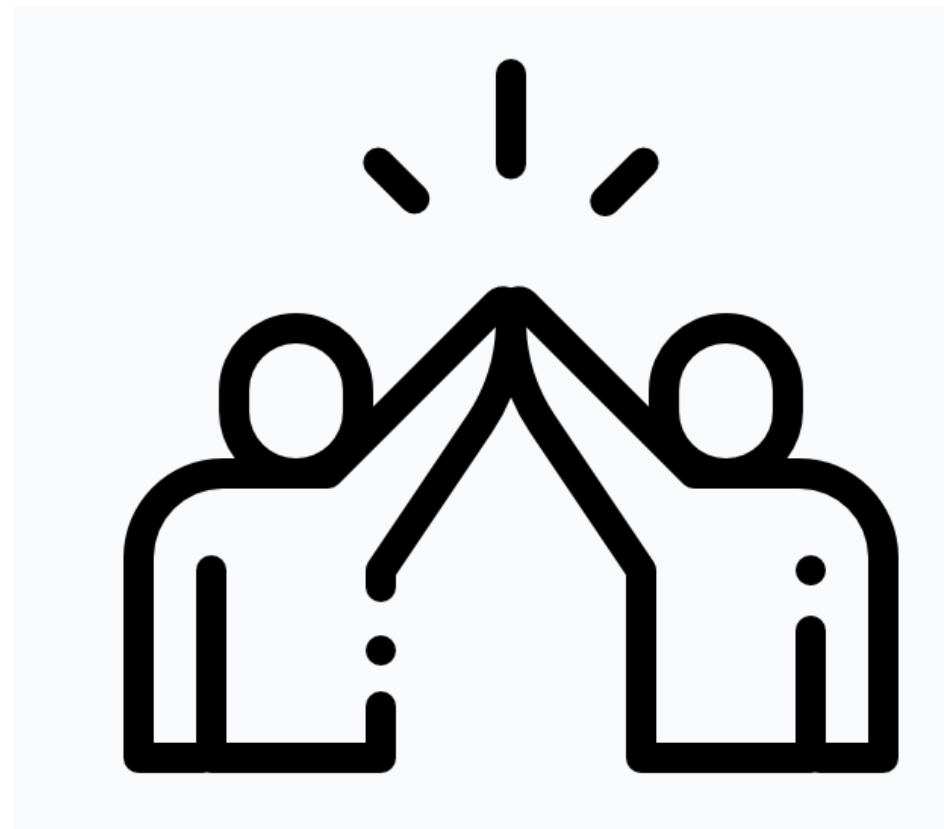
- ▶ **Be organized**
 - ▶ Agree on an outline and agenda for the meeting (key messages)
 - ▶ Have materials easily available for everyone
 - ▶ Appoint a meeting facilitator
 - ▶ Stay focused on the “ask”
 - ▶ Take pictures with Congressional leaders or staff during meetings & share them on social media. Our hashtags are **#SHPEonTheHill**
#GovRelationSHPE





Get the Most Out of Meetings

- ▶ **Do not get mired in too much detail (age of staff, their attention span, disruptions, brief member drop-in)**
- ▶ **Time is limited, ensure all roles are worked out in advance**
- ▶ **Highlight what may be most of interest to the legislator – impact of ask in the community you serve, etc.**
- ▶ **Tell a relevant story – make an appeal to emotion**





Meeting Do-s

- ▶ **Brief introductions**
- ▶ **Be aware of time – time is limited**
- ▶ **Thank the staffer/legislator for previous support, public statements, or prior funding dedicated to your mission**
- ▶ **Discuss what your organization does and the positive effect of your work on their community/district/state**
- ▶ **Be specific about local impacts – tell a story that will give an example to the issue**





Meeting Don't-s

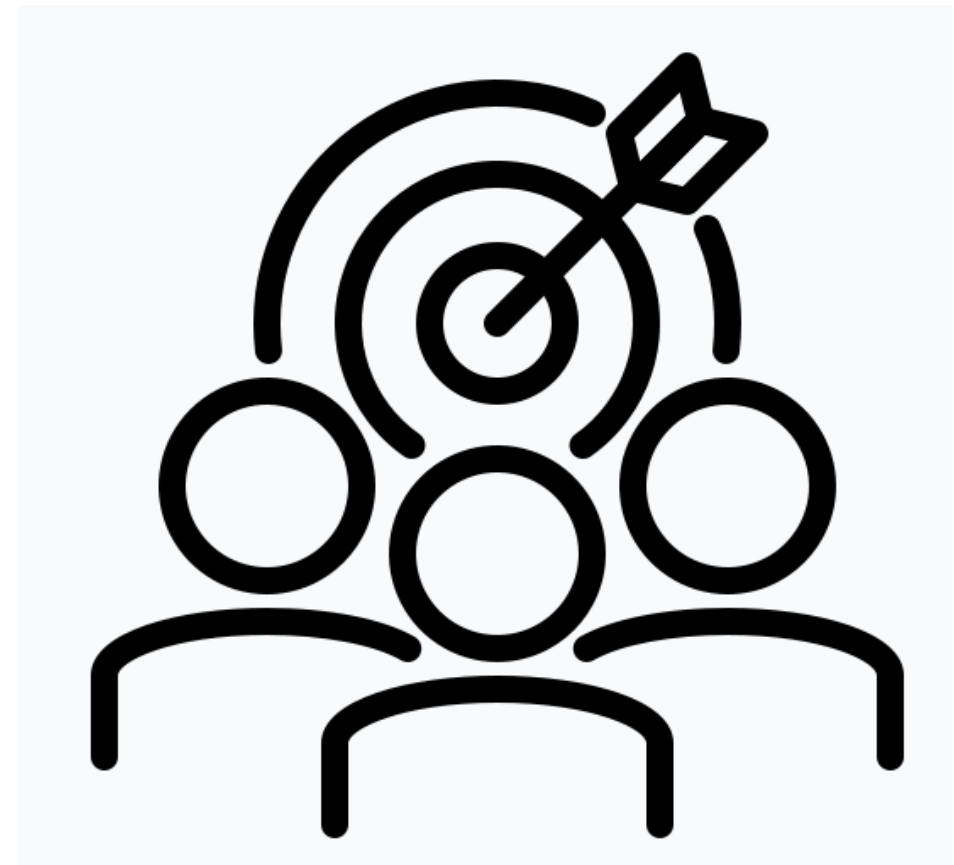
- ▶ Don't be partisan
- ▶ Avoid disagreements within the group
 - ▶ This give the Member of Congress or staff to find an excuse to be completely disengage or “sit this one out”
- ▶ If you don't know the answer
 - ▶ Simply say “I'll have to get back to you on that”
- ▶ Don't forget to send a follow up/Thank You email later that day





Making “The Ask”

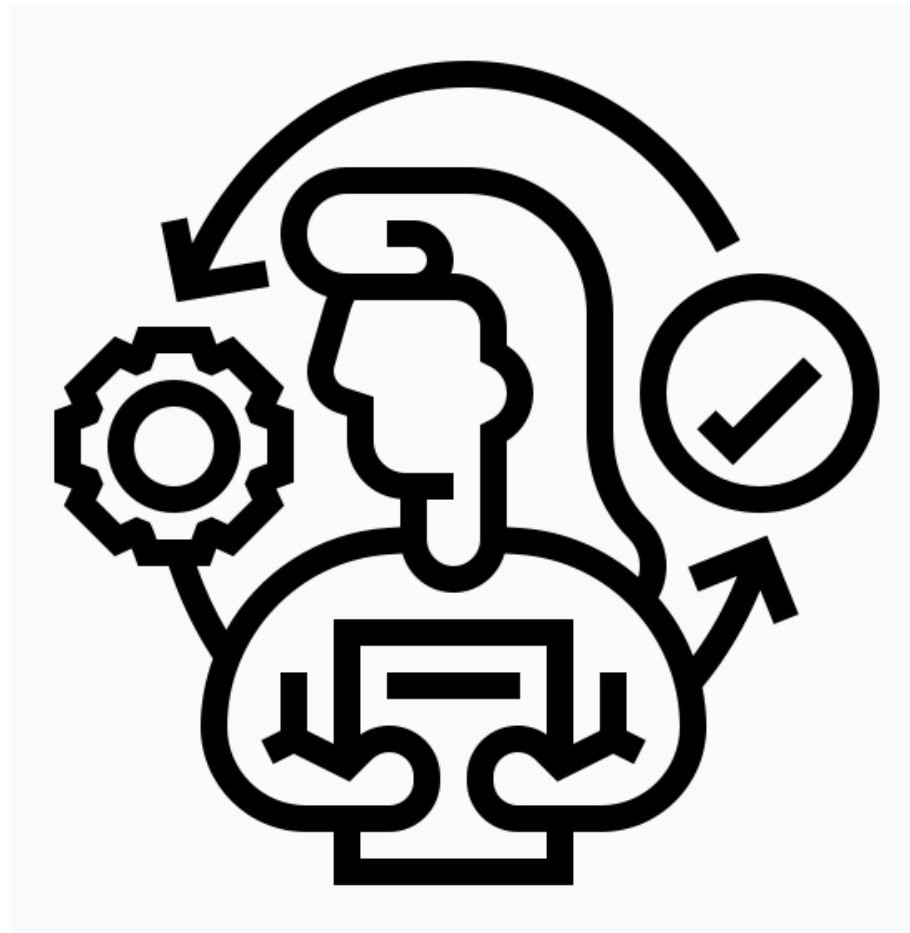
- ▶ Be **VERY** specific about what you want the Member or staff to do
 - ▶ Sign on letter, cosponsor a bill, vote for/against a bill
- ▶ Be polite but don't be afraid to press if needed
- ▶ Let the legislator/staff respond to your request
- ▶ If the response is “I have to talk to my boss” – It means you should follow up with them for feedback via email at a later date
- ▶ Always offer to be a resource to the legislator/staff for information





Organize a Prep-Day

- ▶ Ensure meeting materials are available online for everyone & up to date
- ▶ Discuss and designate speaking roles for the meeting
- ▶ Develop your elevator pitch
 - ▶ If the meeting gets cut short, make sure to have a “2-minute pitch” that summarizes your ask
 - ▶ This is helpful when a Member of Congress drops-in or they/staff have to drop-off the meeting





Helpful Meeting Tips

- ▶ **Take notes**
 - ▶ You will need these when sending a follow up email
- ▶ **Don't finish the meeting without an ASK**
- ▶ **Always thank the staff/legislator for his/her time**
- ▶ **If you/staff/legislator encounter any issues with the platform being used, make sure to have a backup available**





Meeting Etiquette

- ▶ Arrive to the meeting early –
No more than 5 minutes
- ▶ Business professional dress
code
- ▶ Be fully present & engaged in
the meeting
 - ▶ Find a separate time to work
on other tasks
- ▶ No chewing gum





QUESTIONS?

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