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?

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