

# LOBBY 101

## PAINLESS ADVOCACY: The Art of Successfully Engaging with Your Elected officials

### PRESENTED BY

Ellen Teller, Food Research and Action Center

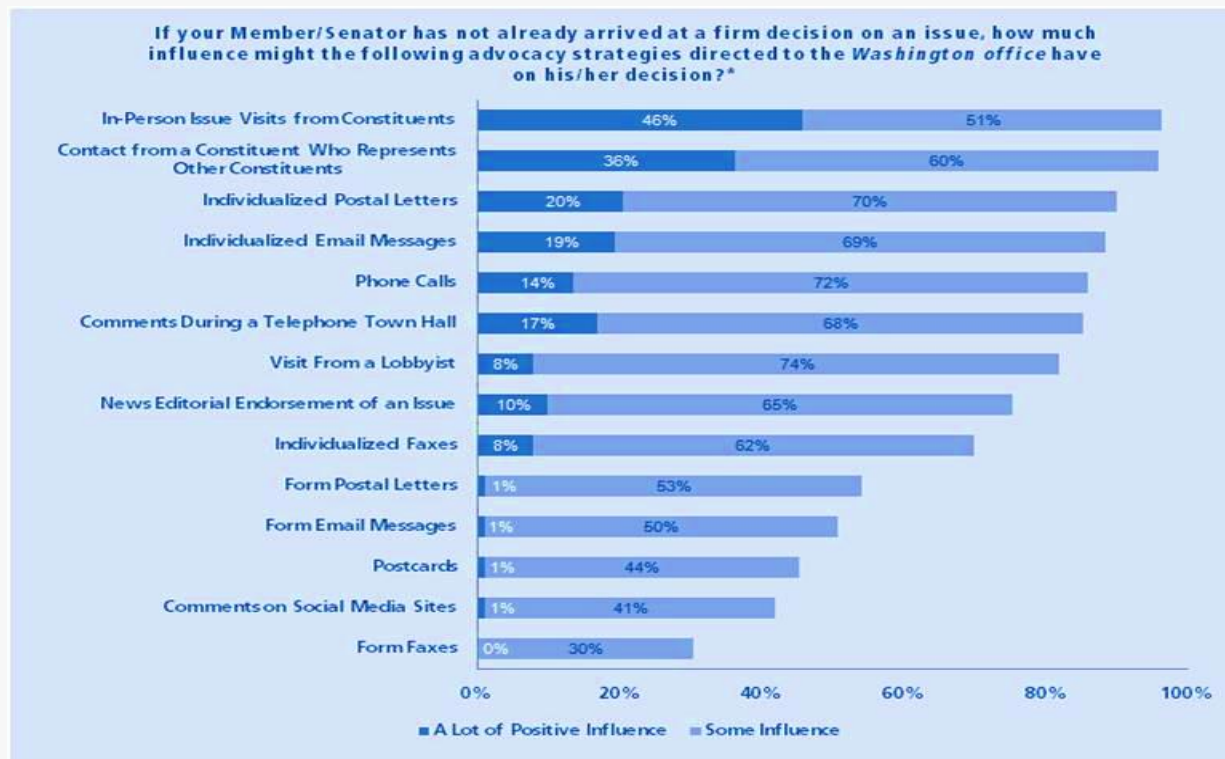
Carrie Calvert, Feeding America

February 21, 2017, 4:00 PM EST

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# Local Voices Matter!



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# PREPARING FOR YOUR VISITS TO CAPITOL HILL

## STEP ONE:

**Schedule appointments with your Members of Congress (MOC) and their staff before you arrive in Washington, DC.**

Call or e-mail the staff handling food/nutrition issues.

Call the Capitol Switchboard (202) 224-3121, and they will direct you to your Member's office..

Check your Member's website, [www.house.gov](http://www.house.gov) & [www.senate.gov](http://www.senate.gov).

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## POWER IN NUMBERS!

### STEP TWO:

**Collaborate.** Schedule appointments with representatives from other organizations attending the conference from your state. It's the best way to guarantee a meeting with your Member (staff will be there, too).

You can contact FRAC or Feeding America to access a list of conference attendees from your state.

You are part of a larger movement: **Over 1,000 registered!**

Wear your conference buttons on your Capitol Hill visits.

You will receive buttons at the conference.



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# ADVANCE PREP

## STEP THREE:

### Get to know your Members of Congress

- Check out the websites of your Members for biographical information, committee assignments, caucus memberships, recent press statements & other useful information.
- Google your Members for the latest on their priorities and activities.
- New to your organization? Make sure you know his/her history with your organization and issues. This is especially important with new Capitol Hill staff.
- Study his/her voting records.



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# WHAT SHOULD I BRING?

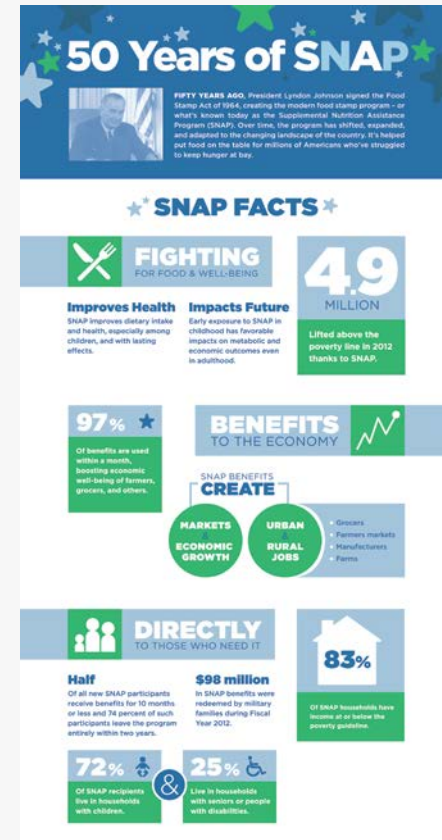
## STEP FOUR:

### Create your own “Leave Behind” Packets

FRAC/Feeding America “Leave Behinds” – will be emailed to you in advance of the conference and will be available at the conference and at the Tuesday morning Breakfast on Capitol Hill  
Information about your organization (including Board Members, and local support – e.g., key donors)

Any recent media “hits”

Newsletters, reports, studies, or any special analyses  
And yes – also bring comfortable shoes!



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## **All Politics *IS* Local**

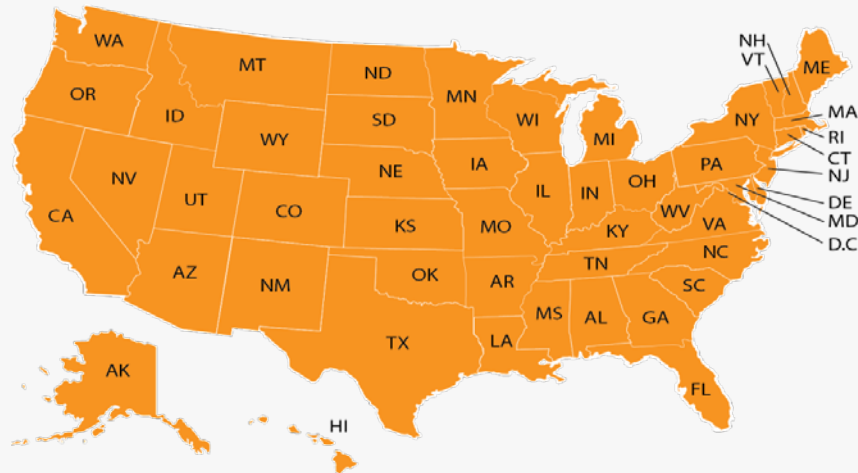
### **Always emphasize what is happening in your District and State**

- Give local examples and the impact your programs have in alleviating hunger and poverty in your state and community. You can also compare it to the national stats.
- Relate a specific incident or story that puts a face on the issue/proposal that you are discussing.

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## State and District Specific Data



**Don't Forget to Include District and State  
Specific Data**

[FRAC's Profiles of Hunger, Poverty, and Federal  
Nutrition Programs](#)

[Feeding America's Map the Meal Gap](#)

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# PICTURES AND STORIES

## STEP FIVE:

### Share pictures and stories from back home

- Organize an advocacy campaign from the District/State and share the results with your Members during your visits. We will have paper plates available at the conference to adhere your messages.
- Create and bring a photo album illustrating your work in your community.
- Create and bring a storybook with personal stories from clients, success stories from your organization, and other stories you want to share.



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# ORGANIZE YOUR MEETING

## STEP SIX:

**Be Organized- Arrange a “prep” call before coming to Washington, DC.**

- 1. Agree on an outline, agenda and handouts for the meeting**
  - All participants must agree on the core issues to be discussed during the meeting (and what shouldn't be discussed).
  - Make sure everyone in the group has a role in the meeting.
- 2. Appoint a meeting facilitator**
  - One person from the group should make introductory remarks, organize introductions, and keep things flowing and on topic.
- 3. Agree on ‘the ASK’ – and make sure this happens at the meeting – regardless of the amount of time you have with your Member.**
- 4. Take a picture with your Member/Staff and post on #hungerpc17.**

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# “THE ASK”

## STEP SEVEN:

### **Make Your ASK**

Be **very** specific about what you want your Member to do - e.g., sign letter, cosponsor legislation, speak out and vote against/for a bill/proposal, join the House Hunger Caucus.

Make sure your Member knows exactly what you expect from him or her and that you will be following up!

Do not leave the meeting without asking your member or staff to do SOMETHING. Even in a difficult meeting, you can always ask your member to agree to a site visit when they are home.

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## MEETING TIPS

- Be on time. Allow time to get through security (metal detectors in every House and Senate building) and time to walk between offices. Once in a building- whether on the House or Senate side- you can travel through tunnels to each of the three Senate buildings and to each of the three House buildings. You cannot travel underground between the House and Senate – through the Capitol - without a Member or staff.
- Be patient. Members and Aides are often running late. Make sure you give yourself some additional time between meetings.
- Determine the amount of time you have for the meeting at the onset.
- Stay on topic – your Member will stray – you need to bring the conversation back to YOUR issue. It's your meeting!
- Be specific- bill numbers, written proposals that you want to discuss.



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# “ELEVATOR SPEECH”

## **STEP EIGHT:**

### **Know Your Elevator Speech**

If there is one thing you should take away from this webinar is that you need to be prepared if your appointment gets cut short.

Make sure you have your “60-second and/or 2-minute elevator ask.” This is your “quick” pitch – summarizes your arguments and “ask” in the short time allotted. It also prepares you when you run into your Member on the elevator – you need to have your quick pitch ready.



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# ALWAYS INVITE MEMBERS TO A SITE VISIT



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## **Social Media - #snapworks, #hungerpc17, #EndHungerNow, #talkpoverty, #snapmatters**



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## CHECK LIST OF WHAT YOU ALREADY KNOW

- Never be partisan.
- Work collaboratively with others in your community/state in your dealings with your elected officials – agree on your collective ask.
- Avoid disagreements within your group – that just gives your Member an excuse to “sit this one out.”
- If your Member diverts the meeting to other issues (and they will), interject and politely say, “I know you are very busy and we have a limited time, so if we could get back to discussing...”
- If you don’t know the answer to a question, simply say “I’ll have to get back to you on that.” Never “wing” it.
- When you get back home, follow up with any materials or information that was promised during the meeting or simply to say “thank you.”

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# 2017 Anti-Hunger Advocacy Day on Capitol Hill

## Quick tips:

1. Take the metro. The Senate Russell building is a seven minute walk from Union Station. The red line goes straight from Woodley Park (1 block from Omni Shoreham) to Union Station.
2. If possible, schedule your first meetings on the Senate side.
3. When walking among the House buildings and the Senate buildings go to the basement and walk through the tunnels. That avoids going through security for each building. **Note: You cannot travel to the Capitol underground without a Member/Aide with you.**
4. Baggage storage at the Omni or Union Station

**Tuesday, March 7: Breakfast begins at 8 AM in the Kennedy Caucus Room, Room 325, Russell Senate Office Bldg.**



★ Kennedy Caucus Room (Russell Senate Office Building)

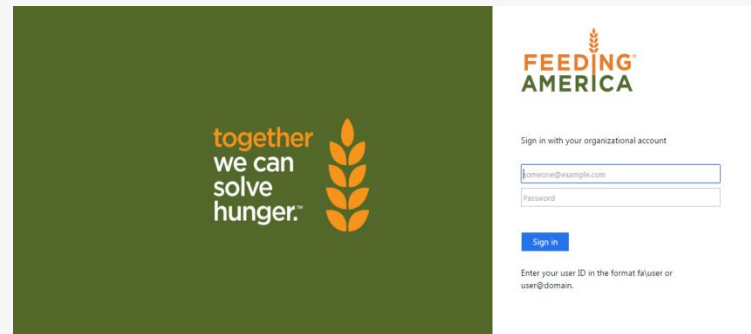
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## NEED MORE TECH SUPPORT?

Check out FRAC's Legislative Action Center, <http://frac.org/leg-act-center/>

Feeding America network member? Check out HungerNet.



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# QUESTIONS?

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