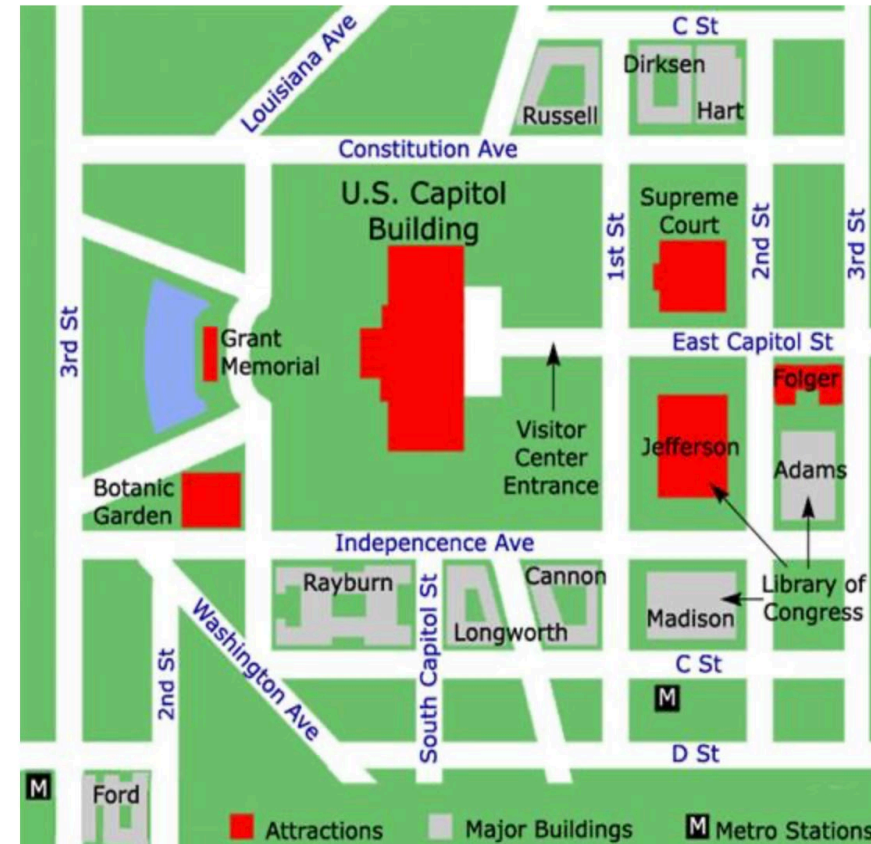


Agenda of a Hill Visit

- Time to put everything you've learned together
- Review: anatomy of a Hill meeting
- Reminders: maximizing your visit; do's and don'ts
- Pull out your materials and prep for your meetings!
- We will circulate to offer any needed support



Building an Effective Case

Establish	Establish your experience/expertise in the field <ul style="list-style-type: none">• Brief introductions
Illustrate	Illustrate a need <ul style="list-style-type: none">• Describe the situation on the ground; take the materials out of your folder and put them in front of the staff
Tell	Tell a relevant story <ul style="list-style-type: none">• Reflect on Brad's session- what kind of compelling story can you bring forward to support your case?

Building an Effective Case



Ask

Make your “asks”

- Familiarize yourself with talking points- you don't need to memorize everything, speak to what you're most comfortable with
- Designate someone to make each ask



Invite

Invite questions to further engage

- Most staff will not be deeply familiar with these topics, create space for questions
- If staff are not engaging, ask whether they are hearing from others in the state/district

Maximizing Your Meeting Time

Prepare

- Prepare a concise message.
 - Make sure they get WHO you are and WHAT you do!
 - Don't worry about hitting every talking point.

Practice

- Practice your message, so you don't have to read it...but notes are fine!

Do

- Don't just talk...be a good listener, too!

Become

- Your #1 goal: Become the “go-to” person on special education!

Steps to a Successful Meeting

Time your arrival: More now than ever!

Meeting length: 10-30 minutes (Ask: “How much time will we have?”)

Anticipate last-minute changes: Staff schedules are fluid...go with the flow!

*Be patient, courteous, respectful...*even if they aren't! No arguing!

Influence the influencer: Remember, staff directly advise the member...and you're a constituent!

When Approaching Staff...

Be professional, transparent, reasonable, respectful, & genuine!

Connect dots between issue and state/district.

- Relevance for the MoC?
- Relevance to constituents?

Help staff understand issue & how Congress's actions matter and affect lives.

- Don't overestimate what they know.
- Don't underestimate their influence!

If you don't know the "A" to a "Q," say so...and then offer to get the info and follow up!

Reminders

1

Stay on topic:
Don't distract
from the main
issue.

2

Make it "local":
How are
constituents
affected? **DATA!**

3

Go over basics:
Staff may not
know an issue,
so ask if familiar
before getting in
too deep.

4

*Watch the clock
(AND the body
language!):* Stop
on time, unless
staffer encourages
more.

5

Follow up:
"Thanks" and
reiterate main
points.

6

*Become a
"regular":* Keep
information
flowing & show
up often at
district events.

Let's put it all together!

- Look at your talking points
- Pull out your “leave behind” folders, familiarize yourself with the material
- Map out your meetings as a team
- We will circulate- please flag us down if you have any questions or need support!

