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

<table>
<thead>
<tr>
<th>Establish</th>
<th>Establish your experience/expertise in the field</th>
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<tbody>
<tr>
<td></td>
<td>• Brief introductions</td>
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<tr>
<td>Illustrate</td>
<td>Illustrate a need</td>
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<td></td>
<td>• Describe the situation on the ground; take the materials out of your folder and put them in front of the staff</td>
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<tr>
<td>Tell</td>
<td>Tell a relevant story</td>
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<td>• Reflect on Brad’s session- what kind of compelling story can you bring forward to support your case?</td>
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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!