

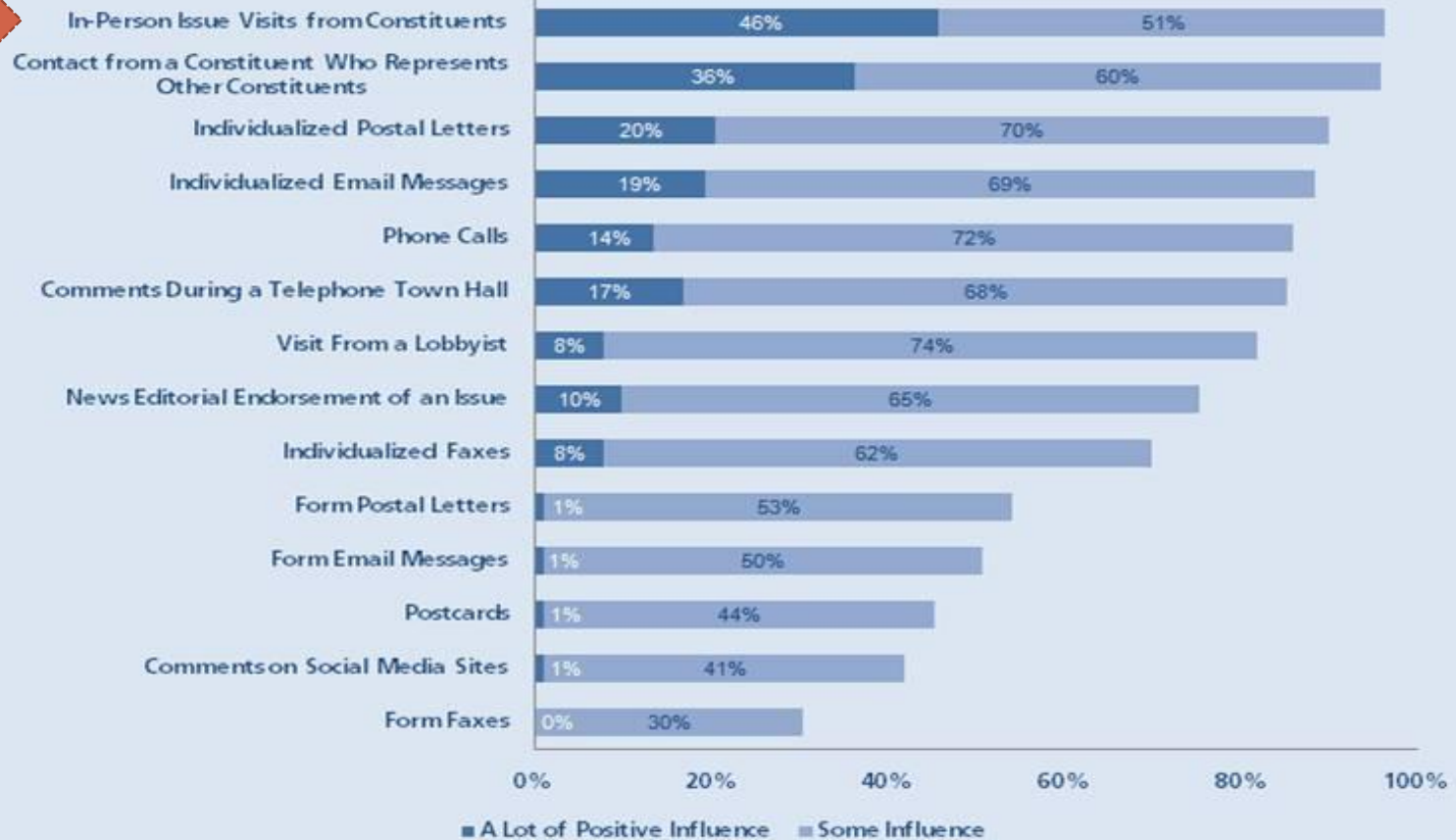
Lobbying 101: Painless Advocacy



THE ART TO ADVOCATING
SUCCESSFULLY WITH ELECTED
OFFICIALS – AND HOW TO ACTUALLY
ENJOY IT!

Your Voice Matters!

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington* office have on his/her decision?*



Preparing for Your Visits to Capitol Hill



STEP ONE: Schedule appointments with your Members of Congress (MOC) before you leave home.

- Check your MOC's website (www.house.gov and www.senate.gov) for information on how to make an appointment.
- Call or e-mail the staff handling food/nutrition issues
 - Not sure who to call? Call the Capitol Switchboard (202) 224-3121 to get the phone number.

Power in Numbers!



STEP TWO: Collaborate.

- Schedule appointments with others attending the conference from your state.
- Contact FRAC or Feeding America to access a list of conference attendees from your state.

Advance Prep



STEP THREE: Get to know your Members of Congress.

- Check out the websites of your MOCs for biographical information, committee assignments, caucus memberships, etc.
- Google your Member of Congress 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.

What Should I Bring?



STEP FOUR: Create your “Leave Behind” Folder

- FRAC/FA Leave Behinds – available at the conference and at the Breakfast on the 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

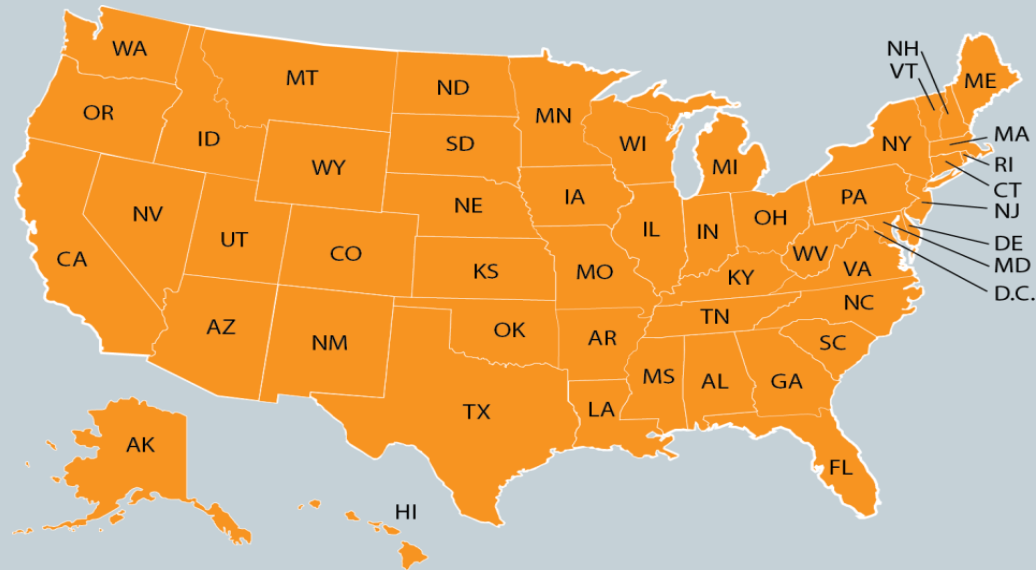
All Politics /S Local



**Always emphasis what is happening in your
District and State.**

- Give local examples and the impact your programs have in your community.
- Relate a specific incident or story that puts a face on the issue/proposal.

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](#)

Organize Your Meeting



STEP FIVE: Get organized with a prep call!

1. Agree on an outline and agenda 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
3. Agree on 'the ASK.'

Meeting Tips



- **Be on time.** Allow time to get through security and walk between offices.
- **Be patient.** Members and Aides are often running late--hearings, meetings, votes, etc...
- **Determine the amount of time** you have for the meeting.
- **Stay on topic.** Your Member will stray, and you need to bring the conversation back to YOUR topic.
- **Be Specific.** Mention bill numbers and written proposals that you want to discuss.

“Elevator Speech”



STEP SIX: Know Your Elevator Speech

- Be prepared – If your appointment gets cut short, make sure you have a “2-minute elevator ask.” This is your “quick” pitch – summarizes your arguments and “ask” in less than two minutes.

“The Ask”



STEP SEVEN: Make Your ASK

- Be **very** specific about what you want your Member to do
- e.g., sign letter, cosponsor legislation, vote against/for a bill/proposal
- Make sure your Member knows what you expect from him or her and that you will be following up!

Invite Your Member to a Site Visit



Don't forget to share!



Take a picture of your visit.
Use one or more of these hashtags
to share on social media.

#snapworks, #hungerpc15,
#EndHungerNow, #talkpoverty

Reminding You of What You Already Know



- Don't be partisan
- Work collaboratively with others in your community/state in your dealings with elected officials
- Avoid disagreements within your group – that just gives your Member an excuse to “sit this one out”
- If you don't know the answer to a question, simply say “I'll have to get back to you on that.”
- When you get back home, follow up with any materials or information that was promised during the meeting.

Follow Up with Pictures and Stories



STEP EIGHT: Share pictures and stories from back home.

- Organize a postcard or paper plate campaign and share the results with your Members.
- Create a photo album illustrating your work
- Create a storybook with personal stories from clients, success stories from your organization, and other stories you want to share.

2015 Anti-Hunger Advocacy Day



Tuesday, March 3: Breakfast begins at 8 a.m. on the Senate side of the Capitol in Dirksen, Room G50 (Ground Floor).

Quick tips:

- 1) Take the metro. The Dirksen Building is a ten minute walk from Union Station. The red line goes straight from Woodley Park (1 block from Omni Shoreham) to Union Station.
- 2) 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.

Need more tech support?



- Check out FRAC's Legislative Action Center, <http://frac.org/leg-act-center/>
- Feeding America network member? Check out HungerNet.

QUESTIONS?



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