

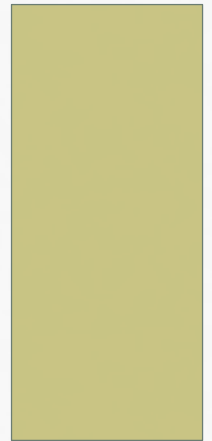


Moose Ridge Associates

Known by the company we keep.

MAKING THE CHC VOICE HEARD

HOW TO EFFECTIVELY COMMUNICATE THE
VALUE OF CHCS WITH DECISION MAKERS



LEGISLATIVE POWER

In many ways, a governor is able to act unilaterally, but . . .

legislators need to muster majorities (or be perceived to be able to) in order to exercise power.

LEGISLATIVE POWER

- Legislative leaders have limited power
- Legislators need each other to get things done

WHAT DO LEGISLATORS WANT?

- To do the right thing
- To get re-elected
- To advance policy goals
- To position themselves for a future leadership post or higher office
- To be respected
- Job satisfaction

HOW DO THEY ACCOMPLISH THESE?

- Building relationships with their peers
- Developing policy expertise
- Raising money
- Getting media attention
- Supporting their leadership
- Establishing a favorable reputation
- Listening to and helping their constituents

WHAT CHALLENGES DO THEY FACE?

- Demands on their time and attention
- Conflicting interests
- Competition for attention
- Defending their actions from opposition arguments
- Lack of information

CONSTITUENT CONTACT

IT DOESN'T TAKE MANY TO MAKE A DIFFERENCE

CONSTITUENT CONTACT MATTERS

Legislators don't hear from their constituents as much as you may think. They hear frequently from . . .

- Lobbyists
- Fellow members
- Executive branch officials
- Members of the public who aren't their constituents

CONSTITUENT CONTACT IS A TWO-WAY STREET

- Listening to and helping a constituent is an opportunity for legislators to advance goals
- Constituent expertise can help educate a legislator or connect to helpful resources
- Some of the most rewarding parts of the job come from helping constituents

HOW TO BE EFFECTIVE

- Identify yourself as a constituent
- Plan what you want to say, do your homework
- Speak from personal experience/expertise
- Keep it simple and repeat your points
- Be brief, allow for questions
- Have information to leave behind
- Offer to be available to speak again and/or connect them to more information
- Make an explicit ask
- Involve others

WHAT NOT TO DO

- Don't take it personally if you don't get an immediate response
- Don't be adversarial or partisan
- Don't give misinformation

BEST METHODS OF CONTACT

In preferred order:

- Face to face
- Voice to voice
- Handwritten correspondence
- Text message
- Email

IMPORTANT: Always follow-up with them to make sure they understand that you're paying attention.

WHAT'S THE CONTEXT IN AUGUSTA?

Maine Senate

18 Republicans

17 Democrats

Maine House

77 Democrats

71 Republicans

3 non-party

CONTEXT: BIG ISSUES

- Income taxes
- Minimum wage
- MaineCare
- Public Health
- Mental Health
- Immigration

A WORD ON PROCESS

- All policy committees are joint house and senate
- Every bill gets a public hearing
- A single vote from committee guarantees the opportunity for a floor vote
- Most of what happens isn't acrimonious or partisan