



LEGISLATOR ADVOCACY TIPS PACIE Conference 2016

Legislators get bombarded with sooooo many different issues. You need to cut through the noise and capture their attention.

Here's how:

PERSONAL VISITS

- Make an appointment
- Ask the scheduler for 15-30 minutes to discuss your issue with the legislator and specifically share your issue with the scheduler so that the legislator can be briefed and the appropriate staff member can be present
- Accept an appointment with appropriate staff member if legislator is not available
- Consider an appointment in the district home office---will be easier to schedule with the legislator in home office vs. Harrisburg
- Prior to the appointment, send a confirmation letter as well as any advance, brief, informational materials to brief the legislator on the issue
- Practice your "pitch"
- Make your presentation brief and get to the point quickly
- Try to anticipate questions and concerns the legislator may have



- Allow time for discussion and questions from the legislator
- Tell a personal story (preferably from a constituent)
- Do some research on the legislator's district and talk about the impact on their district and constituents
- Be polite and courteous always (arguing with a legislator is not an effective method to advocate your position)
- Leave a one-page fact sheet with key points (a folder full of documents doesn't get read!)
- If meeting goes well, make an "ask" -----legislators want to clearly know what they can do for you---so you need to know! Be specific. Be clear as to what you seek as next steps
- Take your camera for a photograph with legislator to share with your organization via social media
- Send a thank you message reminding the legislator of the points discussed and actions to be taken and include the photograph taken at meeting with names of attendee(s)

Dr. Michele Sellitto
Educational Consultant
PACIE
msellitto@comcast.net
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