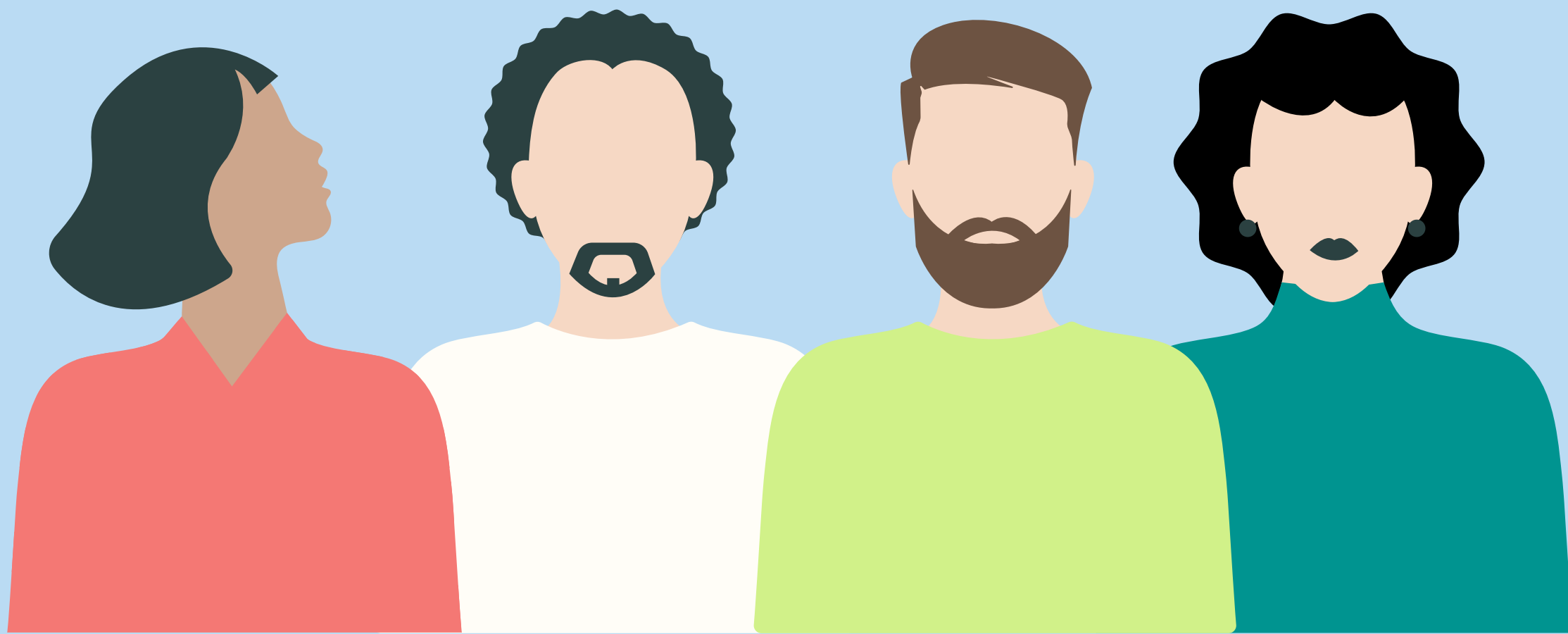


# Preparing for Legislative Advocacy

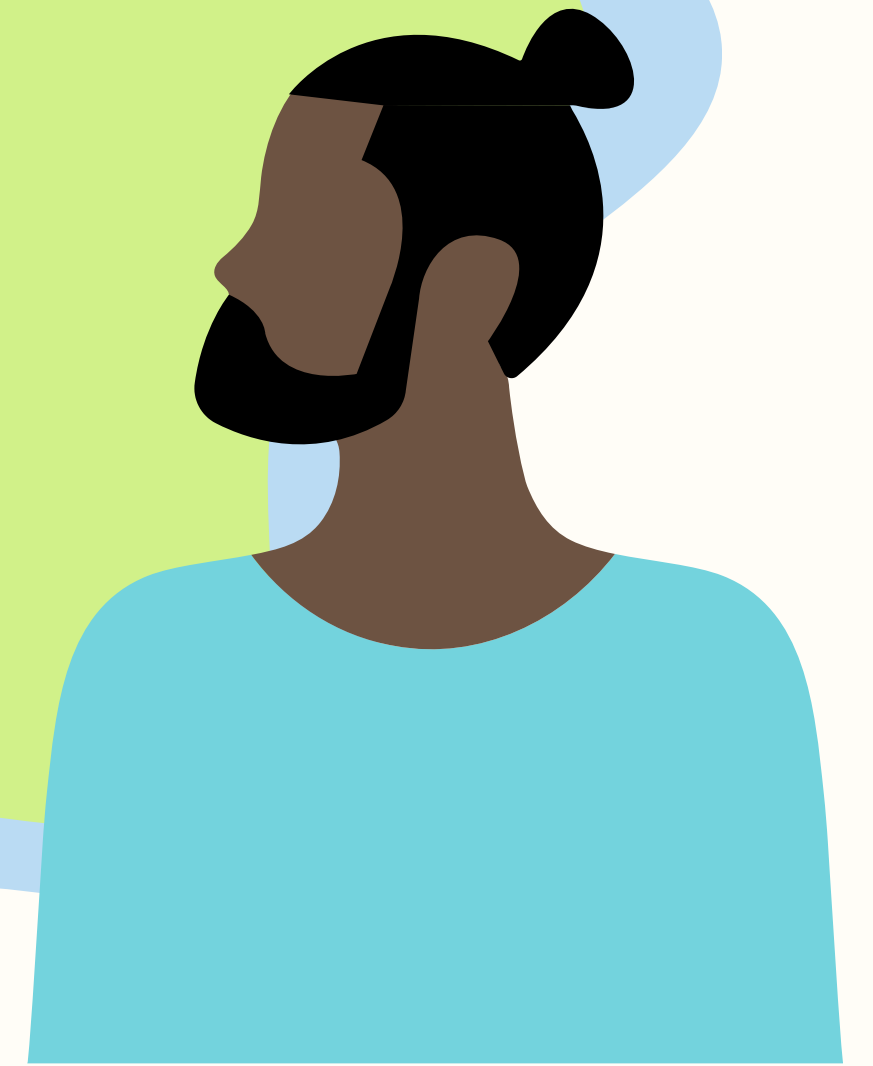
A video series providing strategies for success



Julie Rauch, RN, BCPA  
ZebraAdvocate@gmail.com

# Structuring & Conducting Impactful Meetings

Module 4



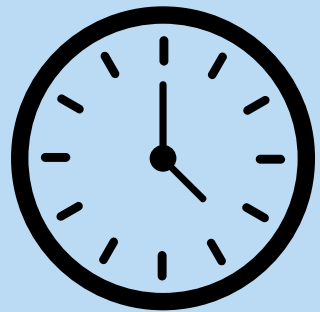
# Learning Agenda



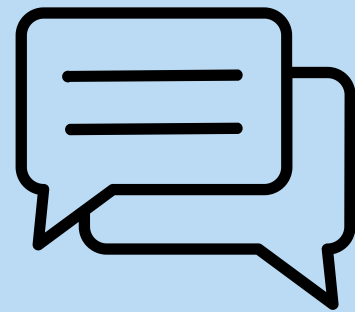
## What we'll cover:

- Structuring meetings for maximum impact
- Conversations with lawmakers and staff
- How to stay on message and handle tough questions
- Do's and Don'ts of meetings
- After meeting tips

# Why Structure Matters



**Maximizes  
limited time**



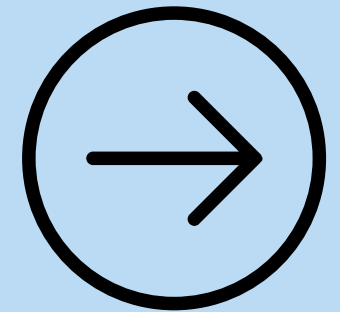
**Keeps you on  
message**



**Shows  
Professionalism  
and Respect**



**Creates Space  
for Meaningful  
Interaction**



**Clarifies Next  
Steps**

# Setting the Stage: Prepping for a Powerful Performance

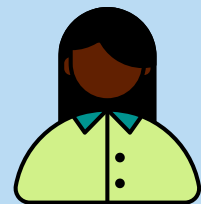
How Strategic Preparation Makes Your Advocacy Meeting a Blockbuster, Not a Bust

- Identify Meeting Goals
- Research the Legislator's Background & Priorities
- Develop Your Personal Story
- Clarify Your Ask
- Practice



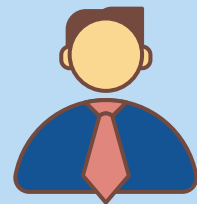
# Key Roles

Each person plays a unique role to make the meeting effective



## **Lead Advocate**

Manages flow,  
introduces team



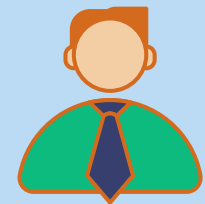
## **Story Teller**

Shares personal  
experience



## **Policy Expert**

Provides data or  
key facts



## **Note Taker**

Records  
responses and  
action items

# Suggested Meeting Flow

---

Thank the member for meeting with you

---

Greeting and Introductions

---

Present Problem & Share It's Impact

---

Personal Story

---

Present Ask

---

Questions

---

Wrap Up

---





# Meeting Timing

- Respects everyone's time
- Builds Credibility & Professionalism
- Ensures Your Message is Heard
- Keeps the Meeting Focused
- Prepares for Future Conversations

SPEAKER	APPROX. TIME	TOPIC
	30 sec. to 1 minute	Initial greetings and thanks to lawmaker/staff. Ask how much time for the meeting. Ask to take a photo at the end.
	1 to 2 minutes	Introduce the BJCSF and individuals in the meeting. Give name, city/state you are from, and conditions you have.
	1 to 2 minutes	Present the problem and Introduce asks to be brought up during meeting. Include the impact.
	2 to 3 minutes	First personal story
	2 minutes	First Ask
	2 to 3 minutes	Second Personal Story (if time available)
	2 minutes	Second Ask
	2 to 3 minutes	Questions and discussion
	1 to 2 minutes	Wrap up of asks and thank you--mention successful recent legislation. Tell them we will send a follow-up email.



# Photo Opportunity



**Why It's Good To Ask  
For A Photo**

Helps Build the Relationship

Public Acknowledgment

Personal Keepsake & Follow-Up Tool

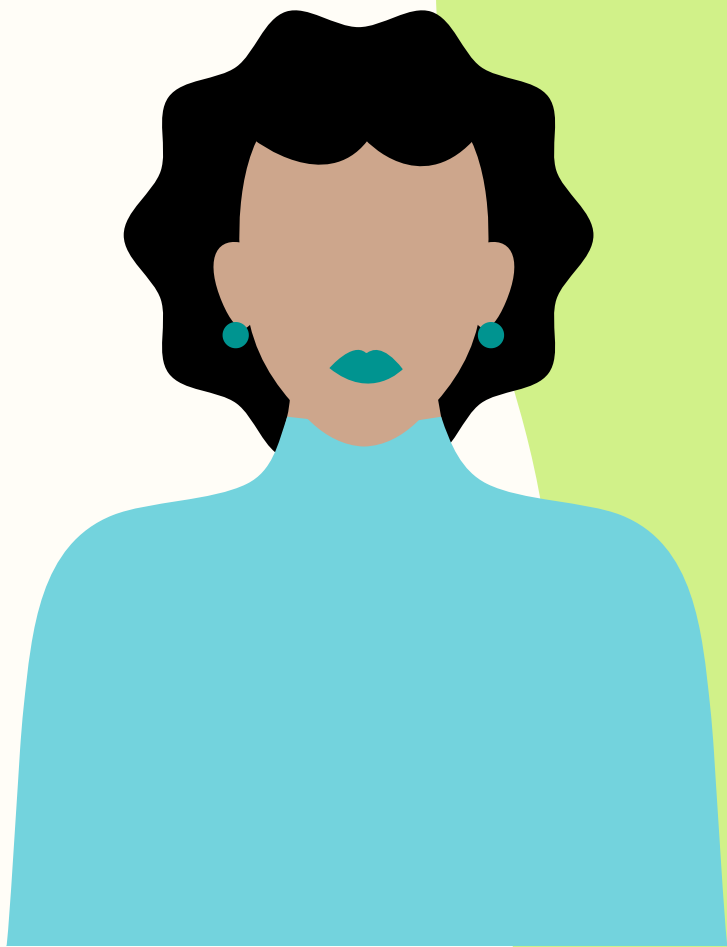


**Always ask politely and be  
respectful if they prefer  
not to take photos.**

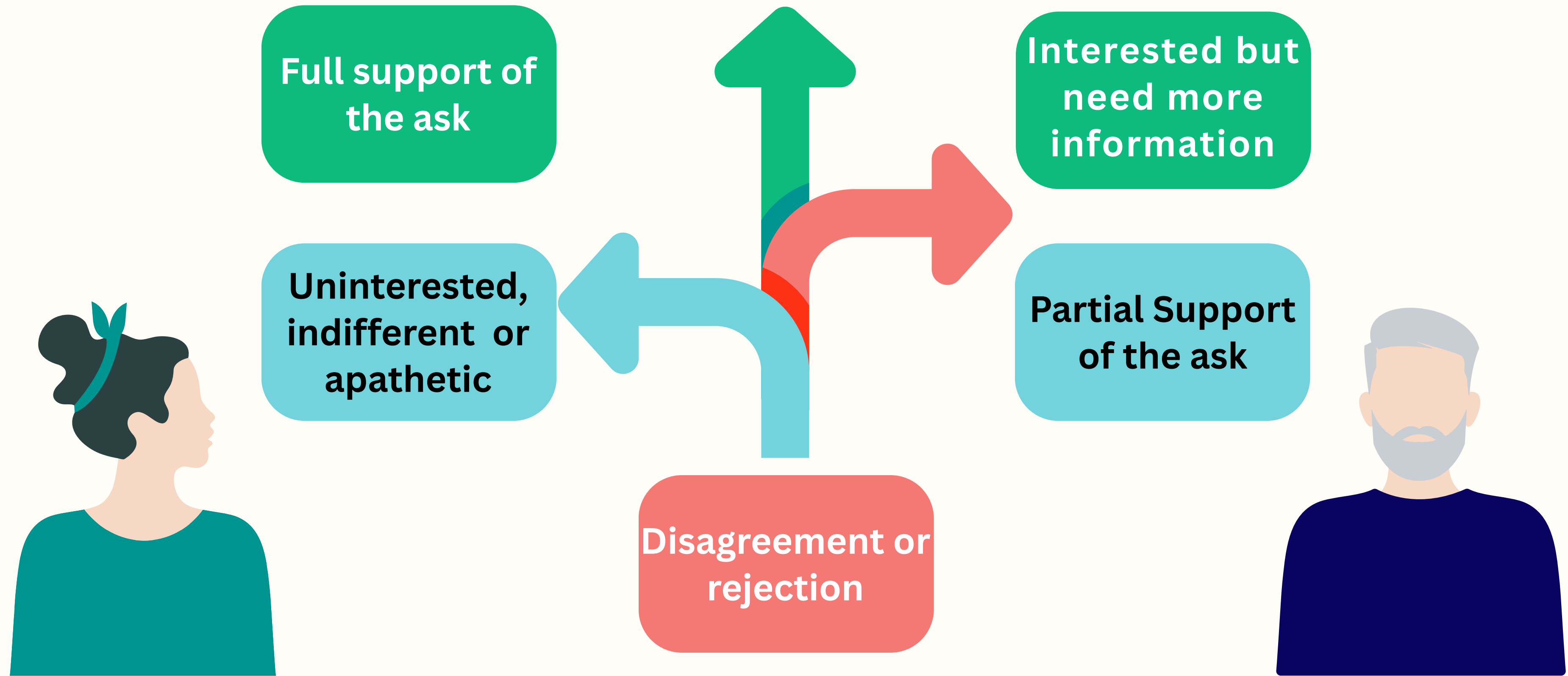
# Creating Meaningful Conversations

## A Two-Way Conversation

1. Ask them for their perspective or thoughts on the issue.
2. Stay calm and respectful if they raise concerns. Acknowledge them and respond thoughtfully.
3. Don't argue. Keep the dialogue going and remain professional and polite.

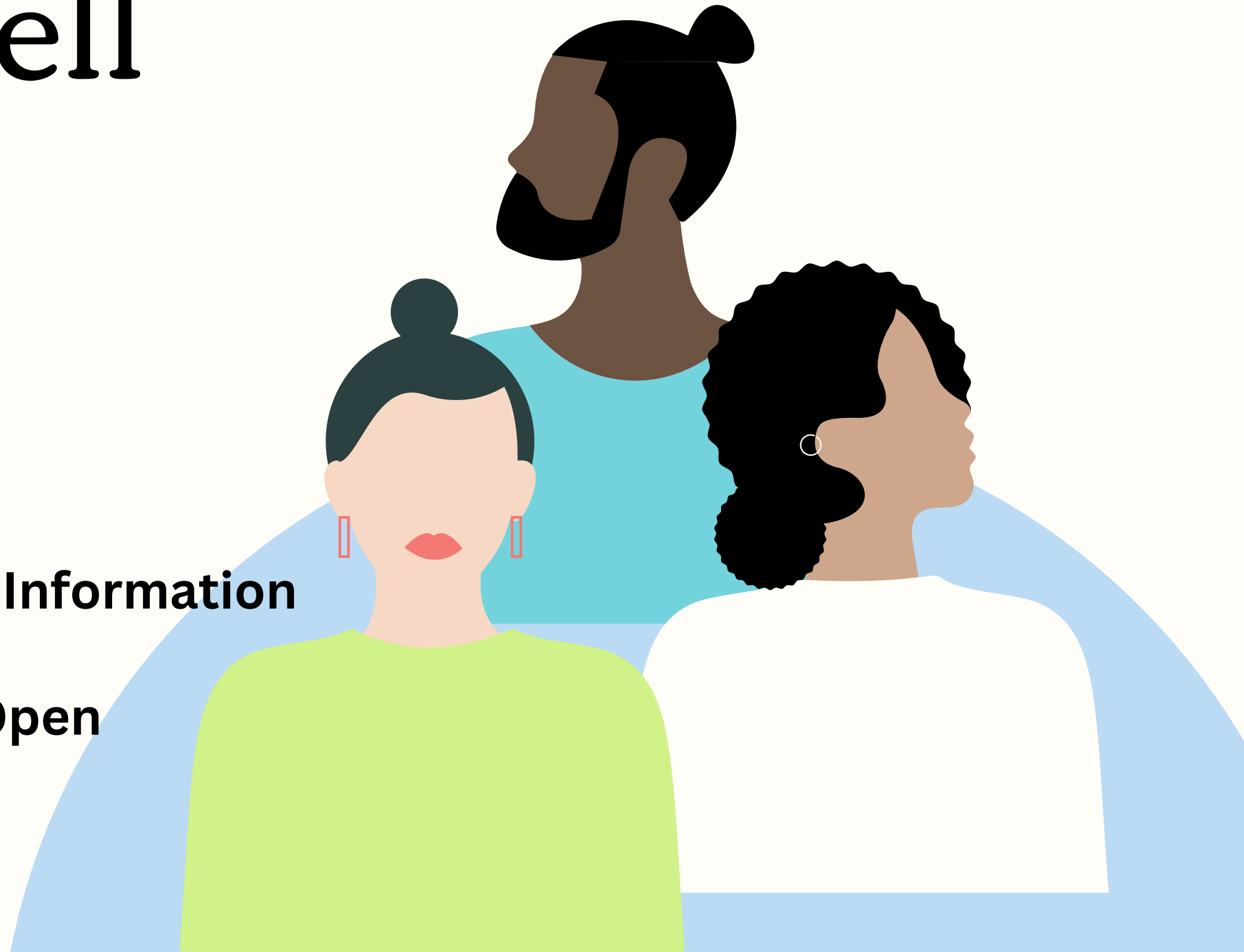


# Your Lawmaker's Response



# When the Conversation Isn't Going Well

- 1 Stay Calm and Professional
- 2 Pivot to Shared Values
- 3 Acknowledge Their Concerns
- 4 Restate Your Ask & Offer More Information
- 5 Thank Them & Keep the Door Open
- 6 Follow Up Afterwards



# Pivoting Techniques for Advocacy Conversations

**P**

Personalize the Message

**I**

Identify Shared Values

**V**

Validate Their Concerns

**O**

Offer New Perspectives

**T**

Tie Back to the Ask



# Remember To...



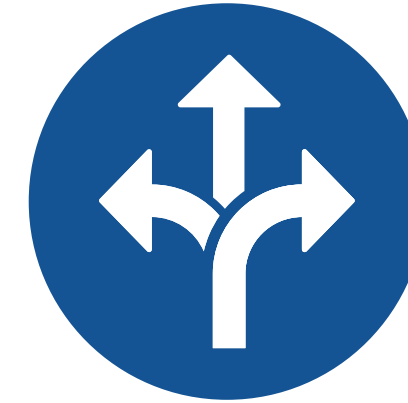
**Put Your Phone  
On Silent**



**Professional Dress  
Comfortable Shoes**



**Be On Time**



**Be Flexible**



**Remember To Get  
A Group Photo**



**Bring a  
Notepad & Pen**



**Stick To Your  
Talking Points**



**It's Okay To Say  
"I Don't Know"**



# A Few Don'ts

**DON'T**

**be discouraged if someone isn't on the same page**

**DON'T**

**assume they are familiar with your issue or legislation**

**DON'T**

**be afraid to ask their position on an issue**

**DON'T**

**argue politics. Set aside your differences.**



# After Meeting Tips



Immediately after the meeting:

- Gather as a Team
- Write Down Key Details
- Plan the Follow-Up
- Send a Thank You Email
- Reflect and Improve

# Key Points

- 01 Structure is crucial for effective, impactful meetings
- 02 Know your role in the advocacy message and embrace the part
- 03 Meetings are a dialogue, not a monolog
- 04 PIVOT when conversations are not going well
- 05 Remember the basic do's and don'ts



## MEETING OUTLINE

*Meetings are generally 15-20 minutes. On this schedule, if everything is included and takes the maximum allotted time, it is 20 minutes.*

SPEAKER	APPROX. TIME	TOPIC
	30 sec. to 1 minute	Initial greetings and thanks to lawmaker/staff. Ask how much time for the meeting. Ask to take a photo at the end.
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# P.I.V.O.T. Pivoting Techniques for Advocacy Conversations

**When your legislator expresses concerns or hesitations, use the PIVOT strategy to keep the conversation positive, constructive, and focused!**

## **P — Personalize the Message**

Relate the issue directly to the legislator's district, constituents, or personal values.

*Example:* "This will help families in our community access life-saving treatment."

---

## **I — Identify Shared Values**

Find common ground on priorities (economic growth, public health, family well-being).

*Example:* "This aligns with your commitment to creating jobs and supporting families."

---

## **V — Validate Their Concerns**

Respectfully acknowledge any objections or competing priorities.

*Example:* "I understand budgets are tight, and I appreciate your careful consideration."

---

## **O — Offer New Perspectives**

Reframe the issue by highlighting benefits, cost savings, or opportunities.

*Example:* "Investing now will save on future healthcare costs and improve lives."

---

## **T — Tie Back to the Ask**

Refocus the conversation on the specific, actionable request.

*Example:* "That's why we're asking you to support this funding for rare disease research."

---



### **Remember:**



Stay calm, professional, and respectful.



Your goal is to keep the conversation going—even if the lawmaker isn't convinced today.



**Follow up** with a thank-you and additional resources.

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**Each of these techniques can be used individually or in combination. Use them to maintain a connection and continue the conversation.**