

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.

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