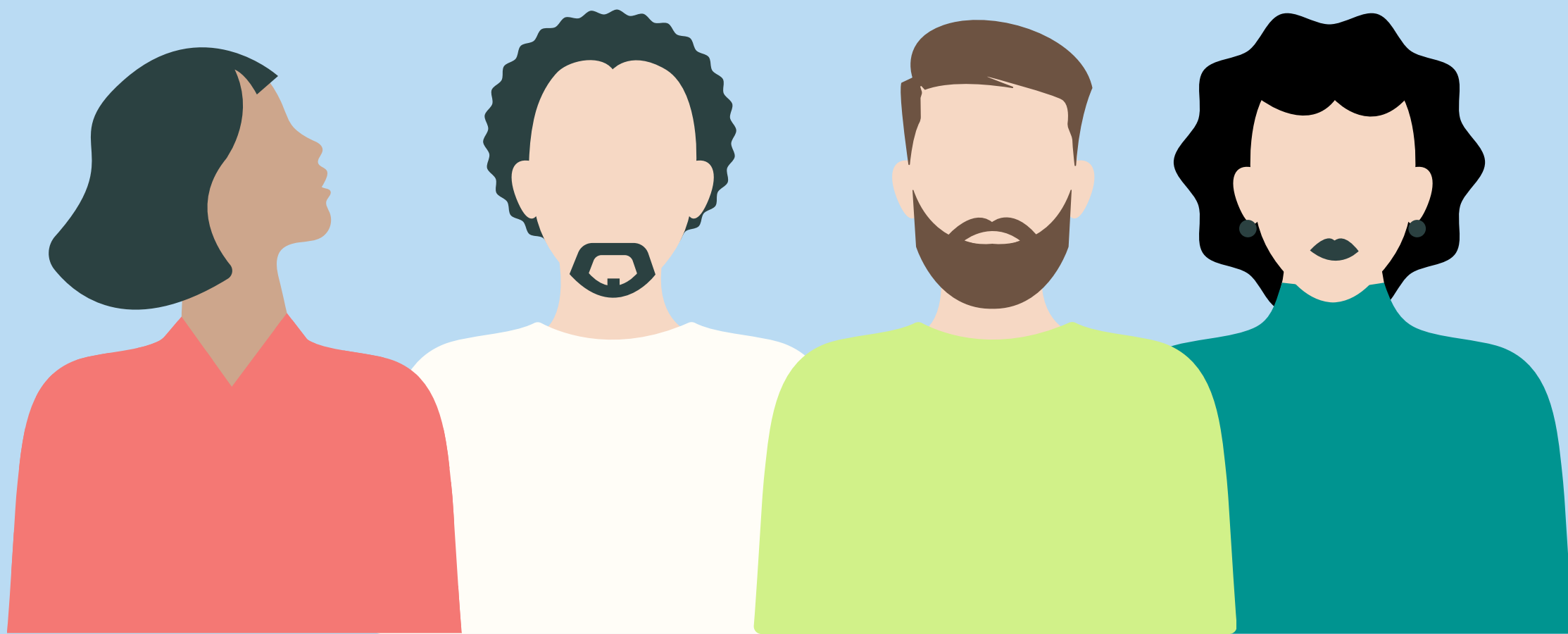


Preparing for Legislative Advocacy

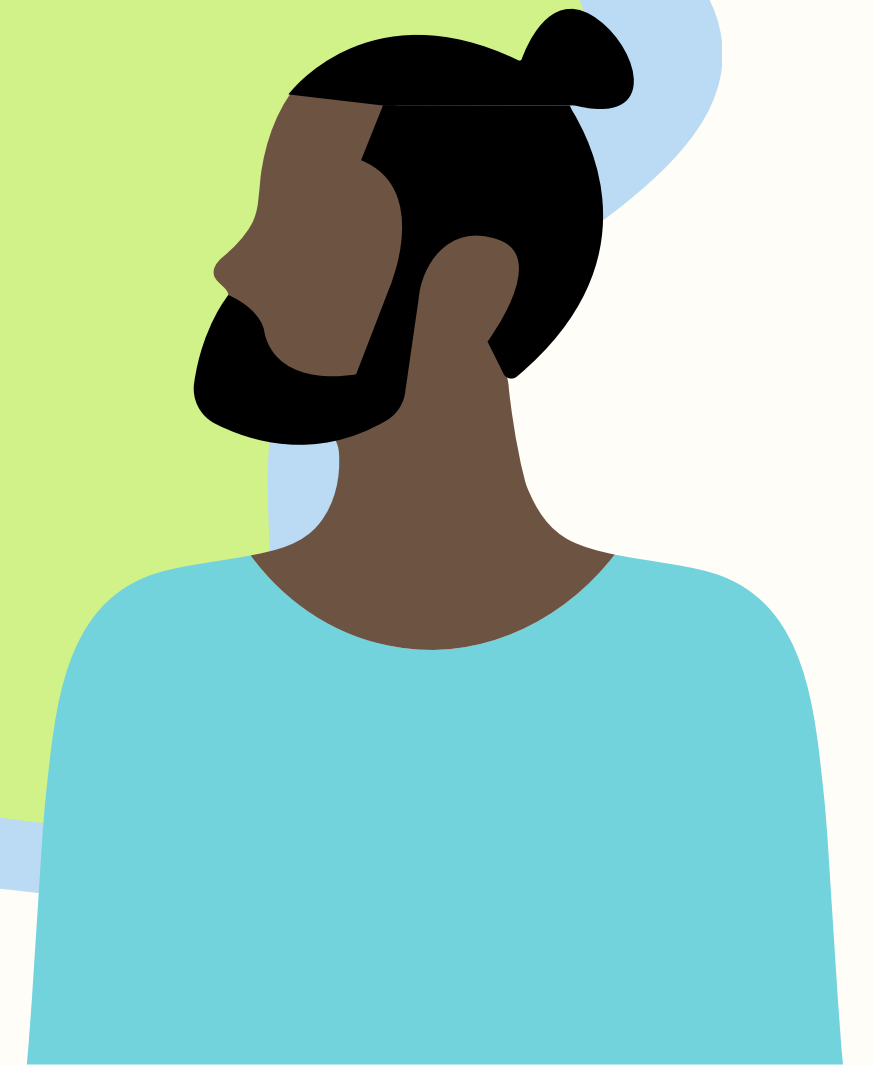
A video series providing strategies for success



Julie Rauch, RN, BCPA
ZebraAdvocate@gmail.com

Structuring & Conducting Impactful Meetings

Module 4



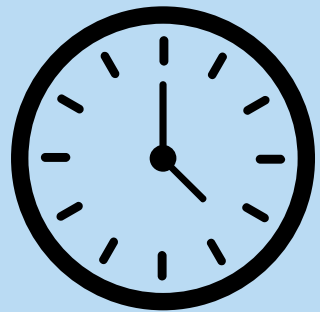
Learning Agenda



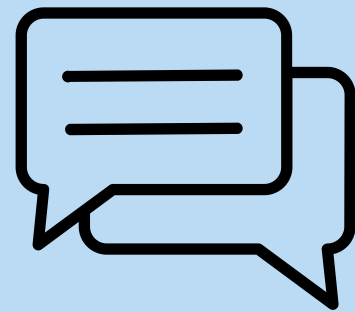
This module will include:

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

Why Structure Matters



**Maximizes
limited time**



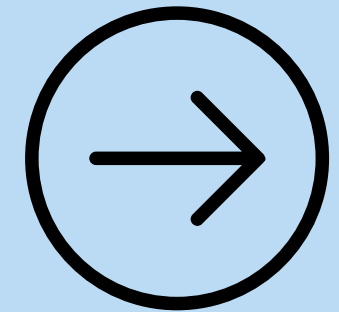
**Keeps you on
message**



**Shows
Professionalism
and Respect**



**Creates Space
for Meaningful
Interaction**



**Clarifies Next
Steps**

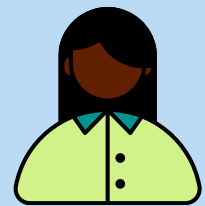
Setting the Stage

Make Your Advocacy Meeting a Blockbuster, Not a Bust



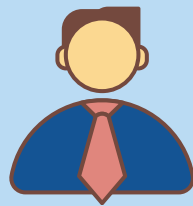
Key Roles

Each person plays a unique role to make the meeting effective



Lead/Facilitator

Manages flow,
introduces team



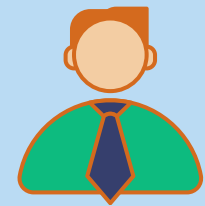
Story Teller

Shares personal
experience



Policy Expert

Provides data or
key facts

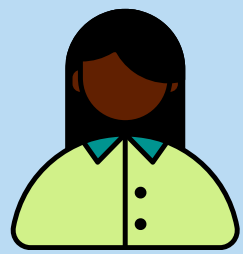


Note Taker

Records
responses and
action items

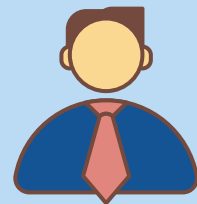
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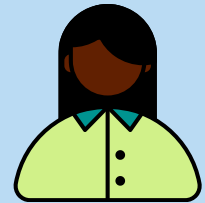


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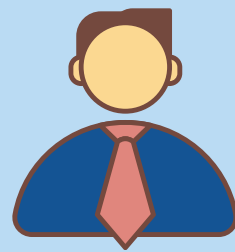
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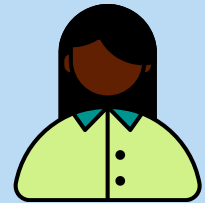


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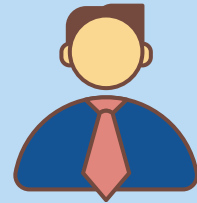
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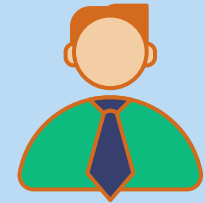
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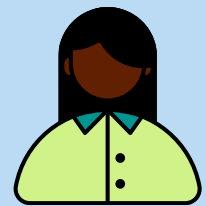


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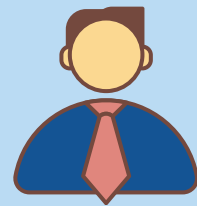
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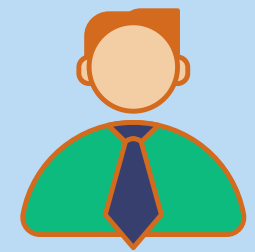
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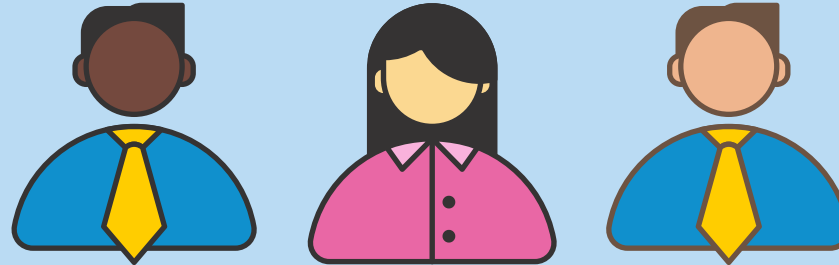


Note Taker

Records
responses and
action items

Key Roles

Each person plays a unique role to make the meeting effective



Speakers

Convey the parts
of the overall
message

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



Benefits of a Group Photo

Helps Build Relationships

Public Acknowledgment

Follow-Up Tool

Advocacy Awareness

Personal Keepsake

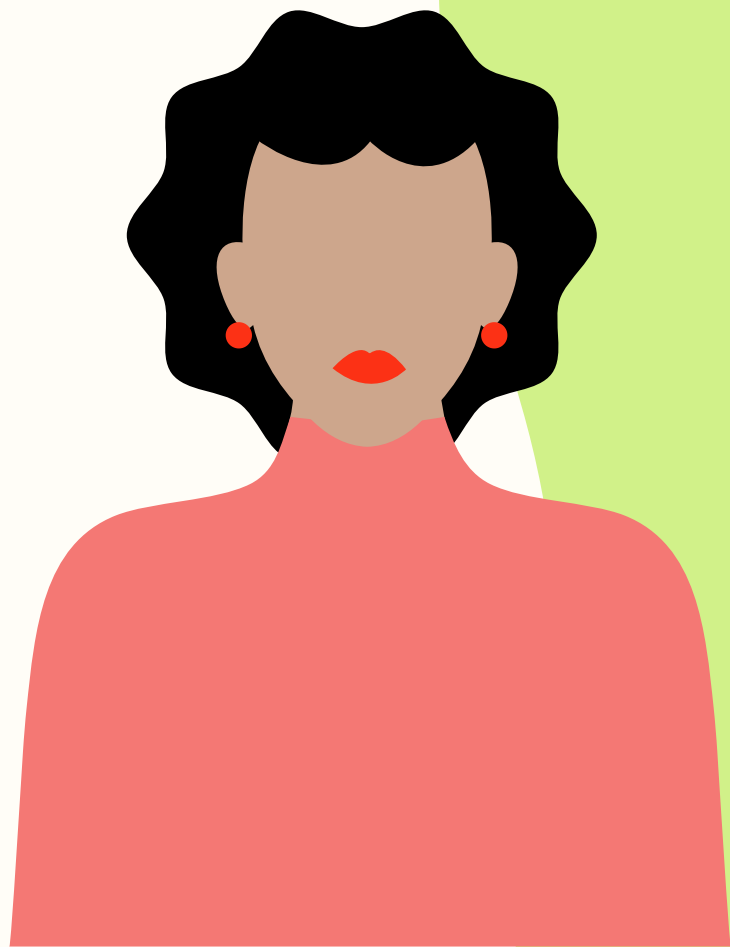


Always ask politely and be respectful if they prefer not to take photos.

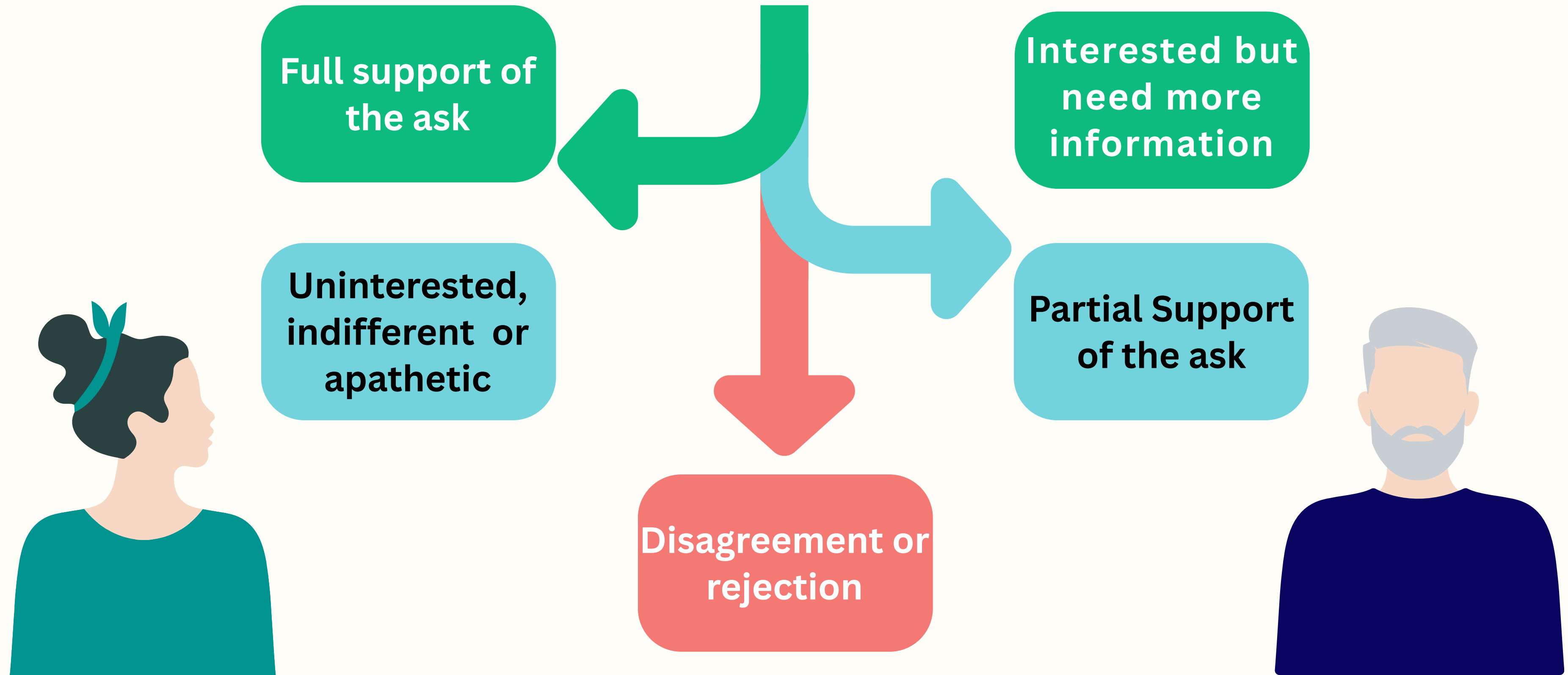
Creating Meaningful Conversations

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 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

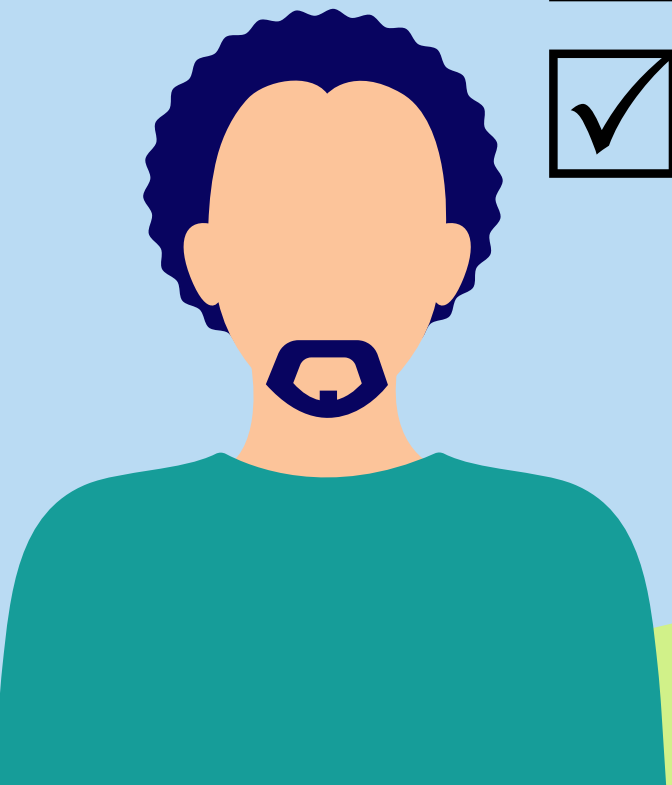
T

Tie Back to the Ask

Before You Walk Out the Door

- ☒ Leave-behinds handed over?
- ☒ Business card/contact info?
- ☒ Correct follow-up contact?
- ☒ Best way to send requested materials?
- ☒ Group photo?

- ☒ Permission to share it?
- ☒ Got all your belongings?
- ☒ Thanked everyone?



Remember To...



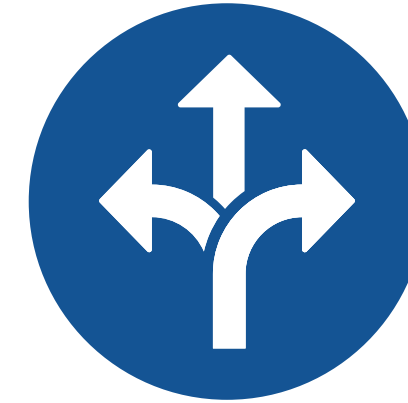
**Put Your Phone
On Silent**



**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 but..."**



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



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.