



Successful Meetings with Congress

DFW Advocacy Chapter with RESULTS

February 16 & 17, 2021

Objectives

- DFW advocates feel more connected to each other
- Advocates understand the process for setting up congressional meetings
- Advocates have the experience of planning and executing a meeting with a member of Congress
- Advocate can articulate current requests of Congress

Strategy: build relationships and power to persuade MoCs



Constituents

Staff

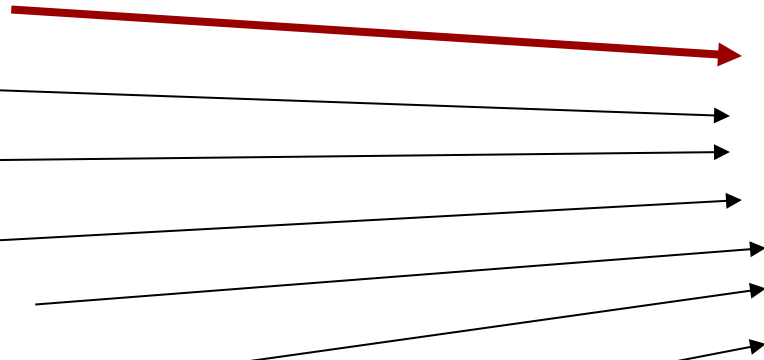
Colleagues

Media

Paid Lobbyists

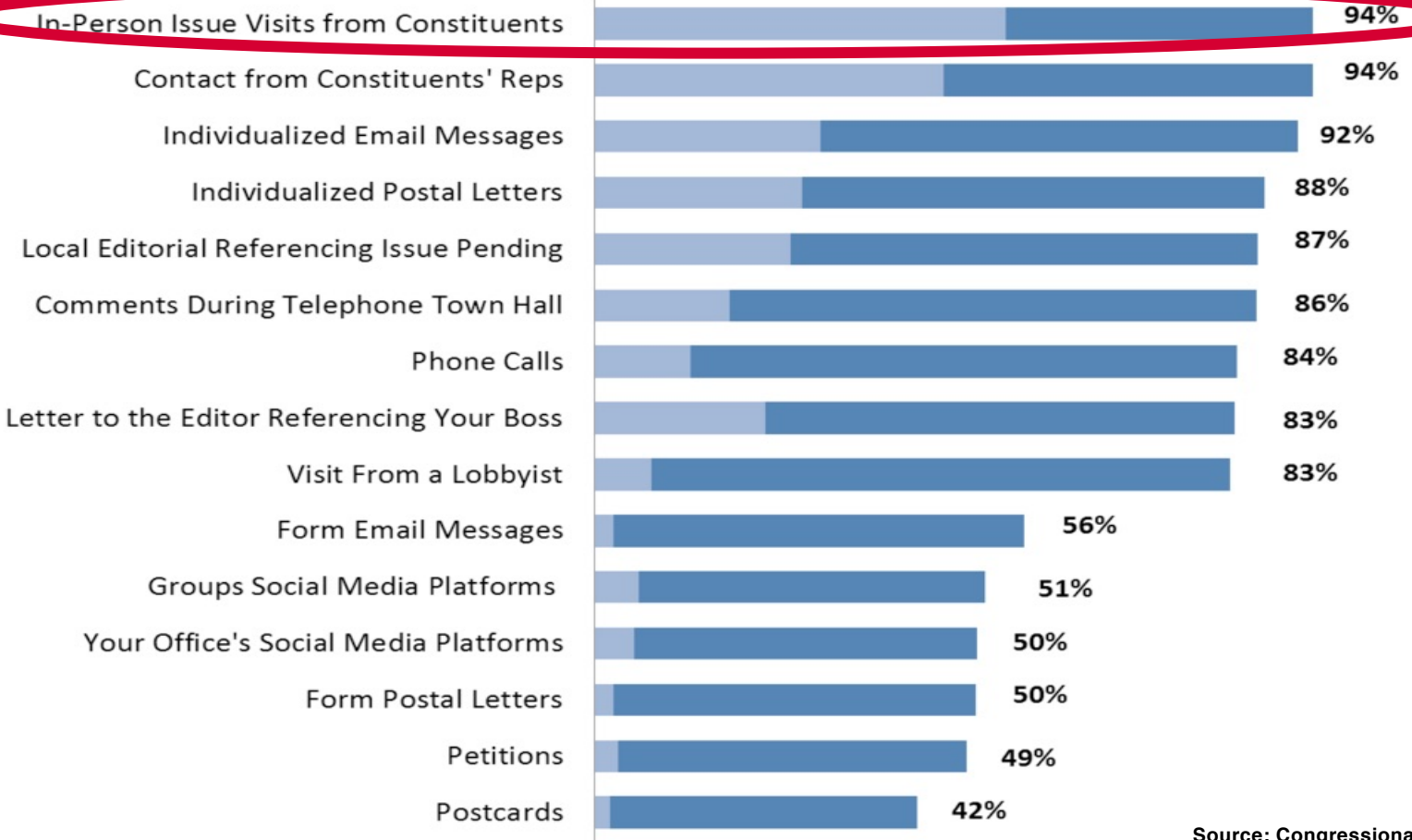
Experts

Personal History





Most Powerful Tactic is Meeting with Congress



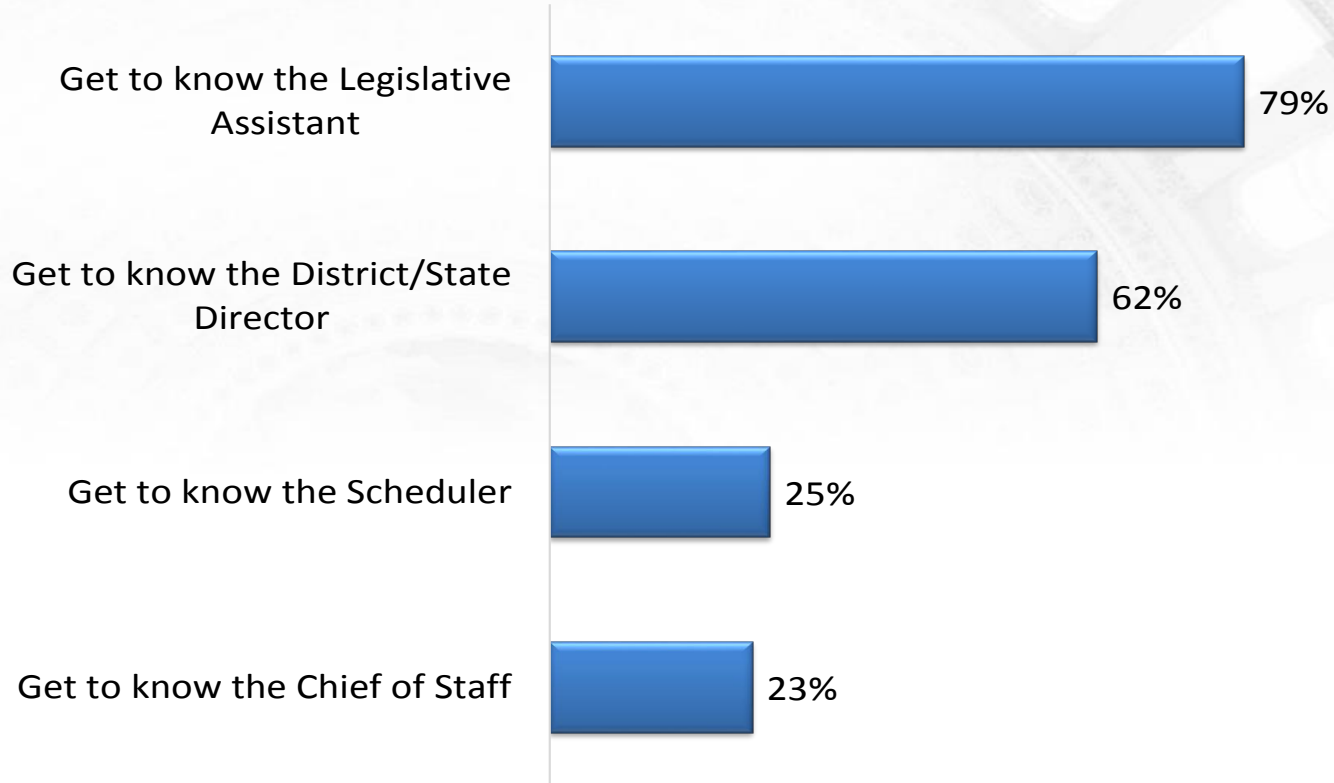
■ A Lot of Positive Influence ■ Some Positive Influence

Source: Congressional Management Foundation, 2017

Survey Question

“In thinking about constituents and the groups that represent them (e.g., associations, nonprofits, companies), what should they do more or less of to build better relationships with your office and your Member/Senator?”

Should do more of



Key relationships

1. Member of Congress
2. DC aide(s) who handles the issue
3. Local district directors or other staff
4. Scheduler



How do we build relationships?

Show up & show up well

Meetings, direct communications, media, townhalls, social media, letters, calls...

“Wow those DFW & RESULTS people are everywhere!”

Setting Up a Meeting



1. Call scheduler, make a verbal request (our laser talk)
2. Follow with written request (use our sample letter)
3. Follow up with the scheduler via email & phone
4. Build relationships with DC aides covering our issues and local staff. Ask them to help you secure a meeting with the Rep. or Senator

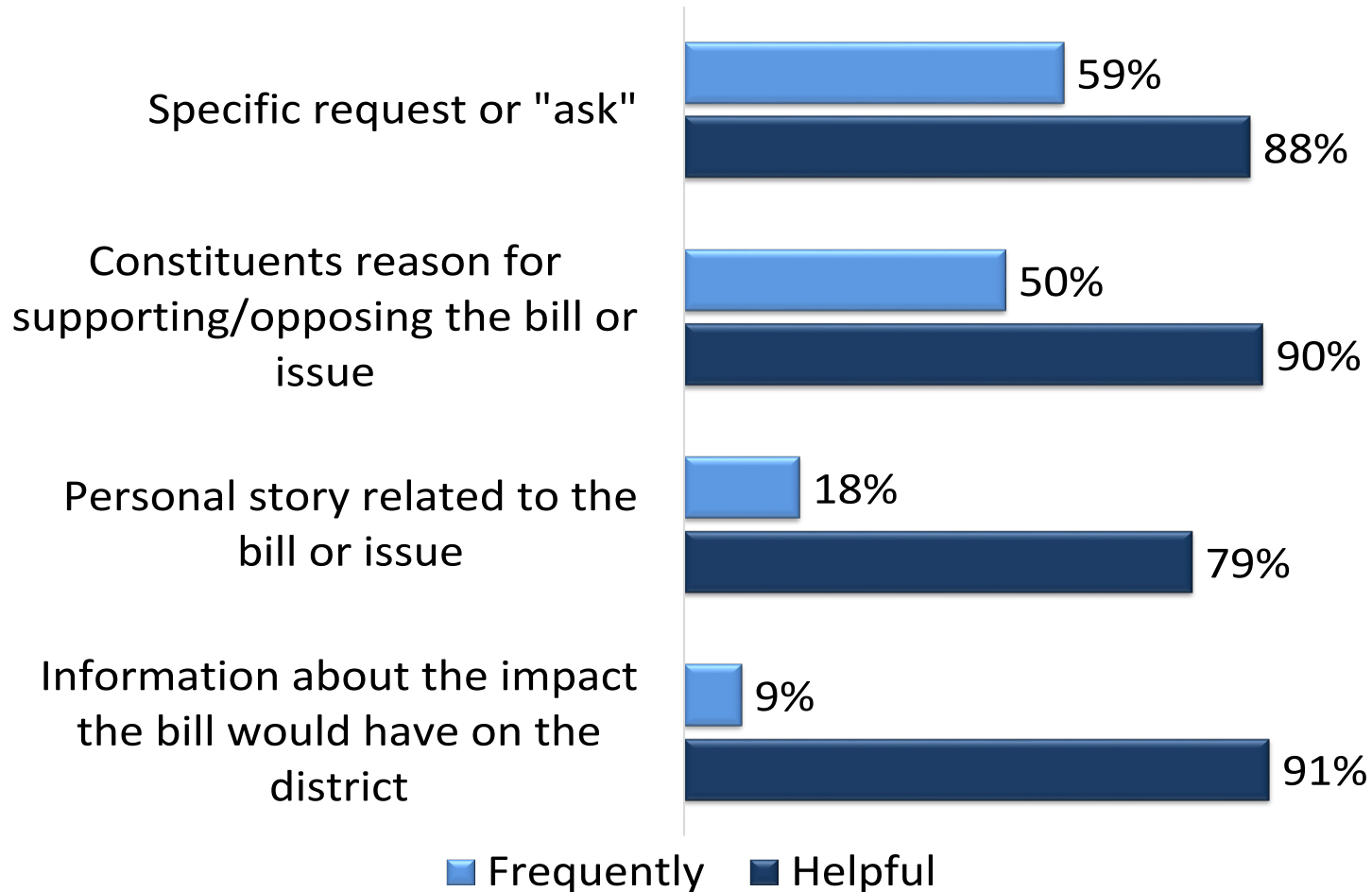
What Makes a Successful Meeting?

- Relationship building
- Active listening
- Share a story: video or spoken
- Being prepared: agenda and information
- Don't try to do everything
- Being open to their potential to create change

What Members Want to Know



- What actions do constituents want me to take?
- Why do constituents want me to do that?
- What are the current and/or potential *local* impacts?
- What are constituents' personal stories or connections to the policy?



Preparing for a meeting

1. Review Congressional Scorecard & do MoC research
2. Get clear on which issues are most important to cover with your MoC. RESULTS staff can help.
3. Meet with your group to prepare agenda using Lobby Meeting Planning form. Share leadership. Build in time to do relationship-building.
4. Practice—everyone should practice their section in the mirror (seriously).

Meeting Agenda

1. Introductions & thank yous
2. Meeting overview
3. Issue #1 explained, story, discussion
4. Issue #2 explained, story, discussion
5. Summarize meeting and thanks, photo
6. Follow up

Let's Practice

1. In breakout rooms, use 15 minutes to plan a meeting with your MoC
 - Decide which MoC you'll meet with
 - Someone will help with your prep. meeting.
2. Your MoC will join you for a 10-minute meeting
3. We'll do a quick debrief together afterward

COVID Relief

Request: Please speak to leadership of the Foreign Affairs (House)/Foreign Relations (Senate) and House/Senate leadership and let them know we need \$20 billion for international development assistance with \$4 billion of that going to the Global Fund to Fight AIDS, TB, and Malaria and \$2 billion going toward emergency food assistance and malnutrition. Why?

- Because of COVID, the number of people suffering from severe hunger doubled in 2020 to 265 million and millions more children are experiencing acute malnutrition.
- As resources to address AIDS, TB, and Malaria have been diverted and healthcare services have been interrupted, the number of disease cases and deaths has risen dramatically, setting back progress 10-15 years.

Debrief

1. What went well?
2. What would you do differently?
3. What's important to do after the meeting?