Use the following media advisory to bring attention to your advocacy on Capitol Hill. Given all the media coverage of increased activism all over the country right now, this is a great chance to get your work in the paper and inspire more people to get involved.

Below is a sample pitch to personalize. This is a particularly great moment to hit smaller community papers who may have said they need a local angle to write – **you** are the local angle!

Please see the media advisory as a starting point guide that can be adjusted to fit your group and your specific area. Are your members of Congress leaders on one of these issues? Add that in. Is anyone in your group part of the Experts on Poverty program? A REAL Change fellow? A RESULTS Regional Coordinator? Add those details, too. And please don’t forget to fill in all the brackets before you hit send!

*Who to contact?* The best target for this release will often not be the editorial writers or editors you may typically contact. See if your paper has a “community” or “local” section that features things going on in your area. If you’ve seen a story in your local paper about activism, you can send this info to that reporter to see if they might be up for another story looking at deep advocacy. In addition to any major daily near you, this is a great opportunity to reach out to smaller community papers that publish weekly or monthly.

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**Media Advisory**

*[Your city] volunteers travel to Capitol Hill to meet with Congress*

Civic engagement has become a hot topic lately – we’ve all seen reports of phones ringing off the hook in Congressional offices around the country, even here in [your town]. Next week, a group of [#] [your city] volunteers will travel to Washington, DC, where we will have the chance to get beyond the phone lines and actually into the halls of Congress. We will meet face to face with Sen. [XXXXX] and Rep. [XXXXX], as well as top congressional staff, building support for the most effective solutions to poverty.

There is [new research](http://www.congressfoundation.org/news/press-releases/1325-at-peak-of-citizen-activism-new-congressional-management-foundation-report-details-most-effective-means-of-contacting-congress) showing just how important this kind of advocacy really is. It turns out that constituents have a lot more power to influence members of Congress than most people think (for example, from 1,200 conversations with congressional staff over 10 years, they found the single most important thing in influencing an undecided member of Congress is meeting face-to-face with a constituent).

These new findings don’t surprise me -- I’ve seen the power of deep citizen advocacy firsthand. Working with a nonpartisan group called RESULTS here in [your town], I’ve successfully lobbied Congress on [insert specific campaigns you’ve worked on and the results]. All of us going to Capitol Hill later this month are ordinary people, not paid lobbyists.

During our time on Capitol Hill, [your city’s] group will ask members of Congress to protect and strengthen critical anti-poverty programs that help millions of families make ends meet in the United States. We’ll also be pushing Congress to support a plan that will help millions of kids around the world go to school and pursue the education they deserve.

The group will be traveling for the RESULTS International Conference, where we will hear directly from some of the leading experts on issues related to poverty and inequality. The local delegation includes [#] young leaders who were selected for a year-long national advocacy and organizing fellowship called [REAL Change](http://www.results.org/realchange).

We’ll be on Capitol Hill on Tuesday, July 25. You can learn a bit more about RESULTS in this [*New York Times*](https://www.nytimes.com/2017/07/04/opinion/putting-citizenship-back-in-congress.html) piece, and here are the [details on the conference](http://www.resultsconference.org).

***Media Contact:***

*[Your Name]
[Email]
[Phone]*