

How to Hug a Porcupine

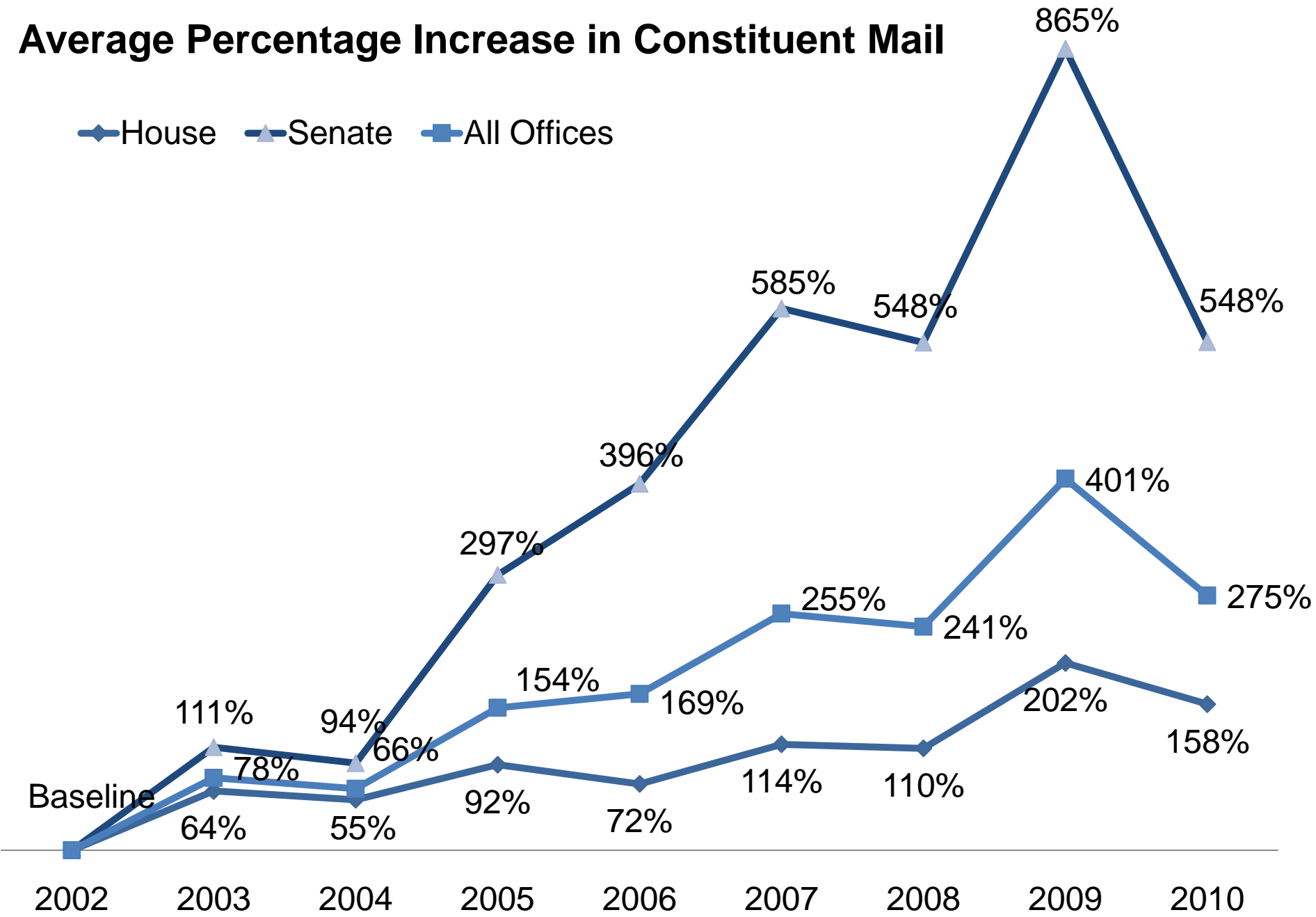
*Building Relationships with Lawmakers and
Why It's Important*



Environment on Capitol Hill

Average Percentage Increase in Constituent Mail

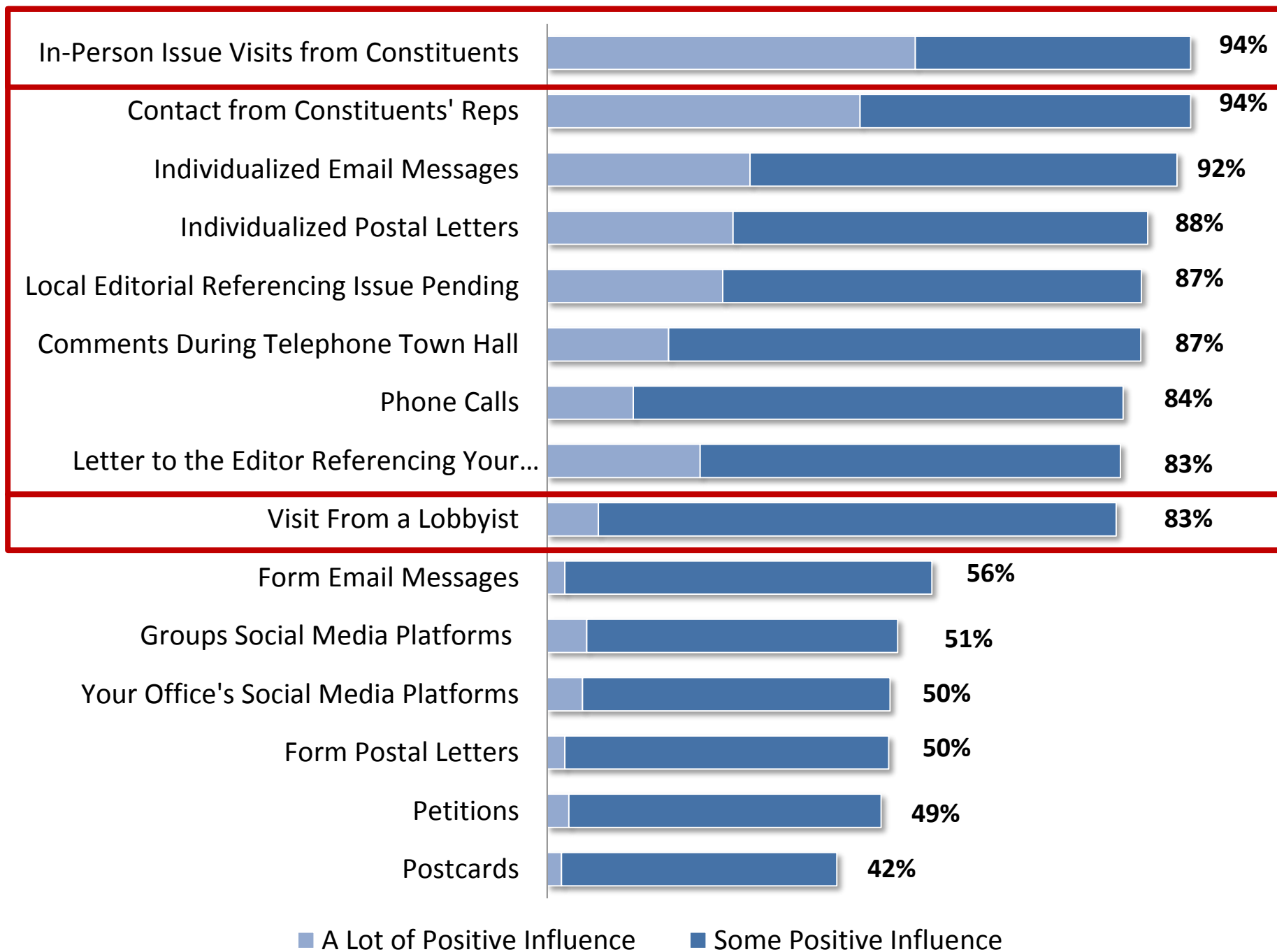
House Senate All Offices



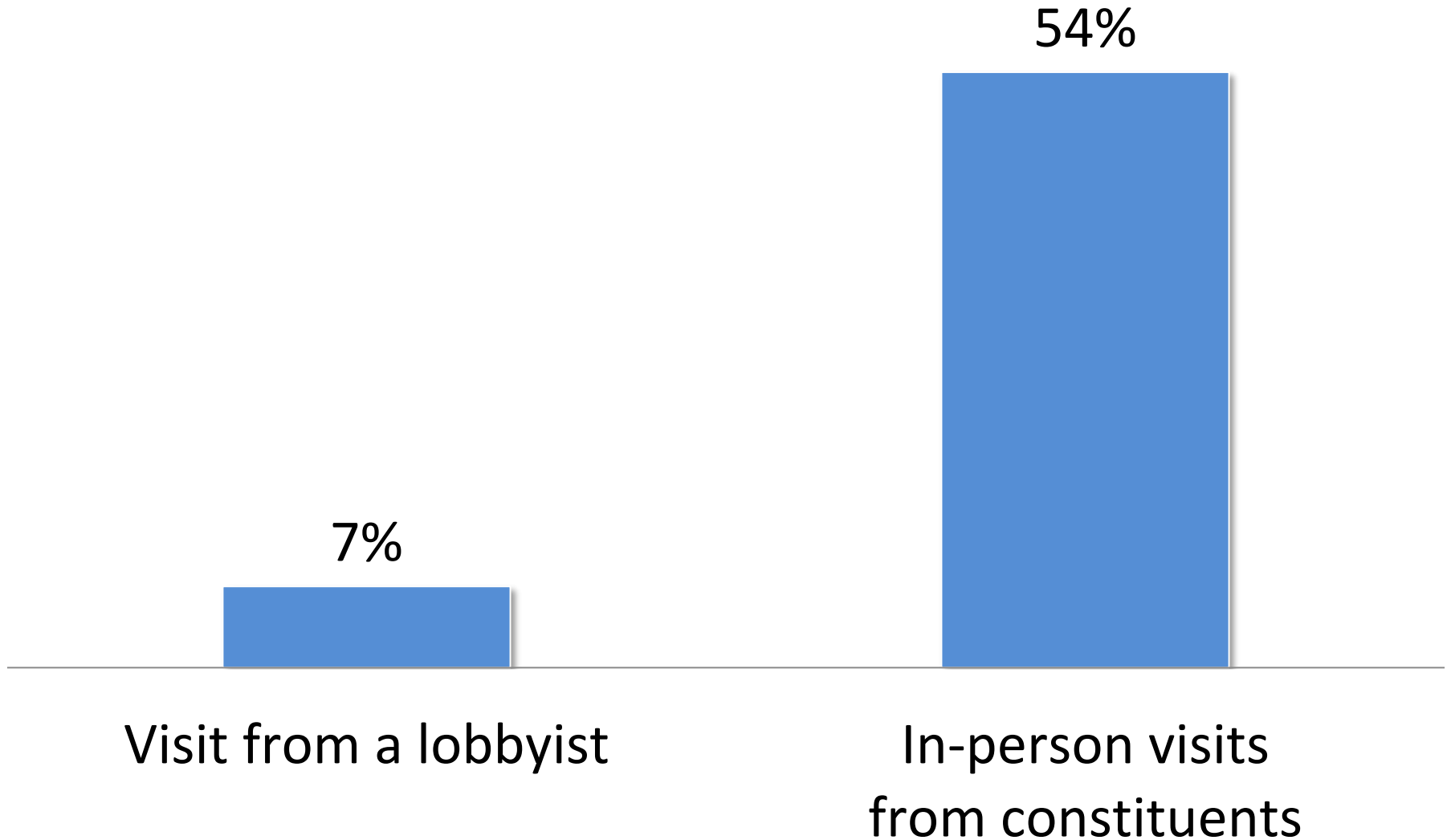
“The most important thing that people should understand is that mail [letters, e-mail] matters more than most constituents think it does.”

- Republican Senator

"If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?"

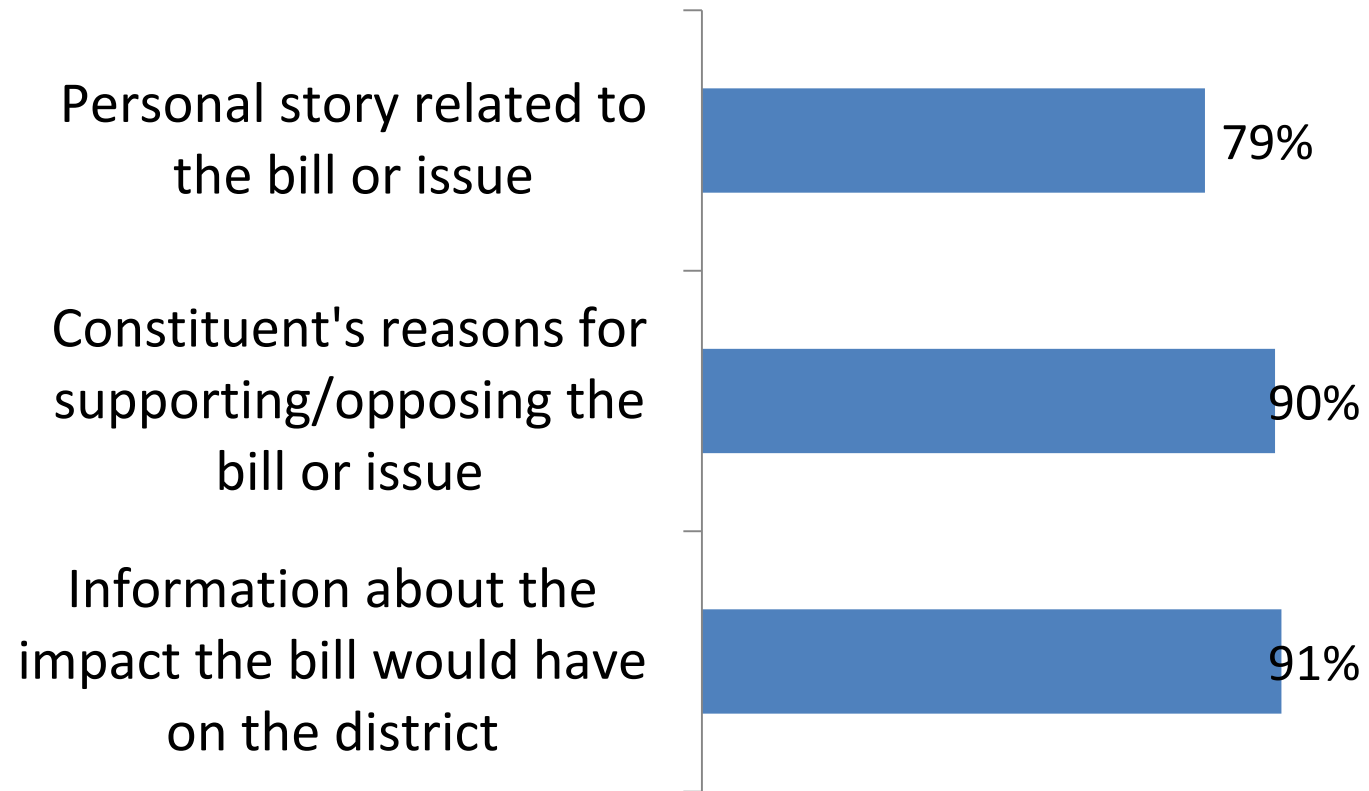


“A lot of influence”



Survey Question

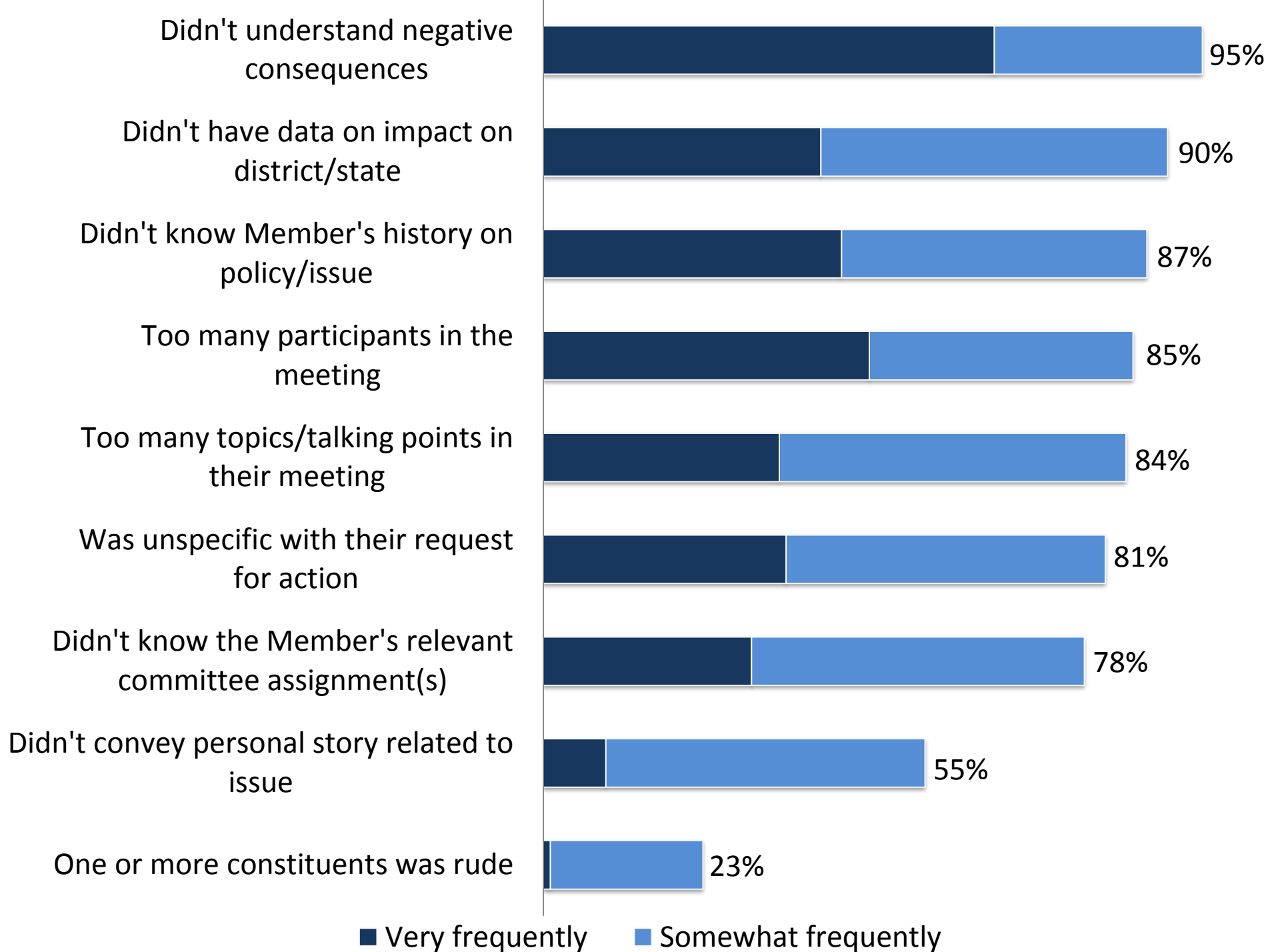
“How helpful is it for messages from constituents to include the following?”



How to Build Relationships with Lawmakers

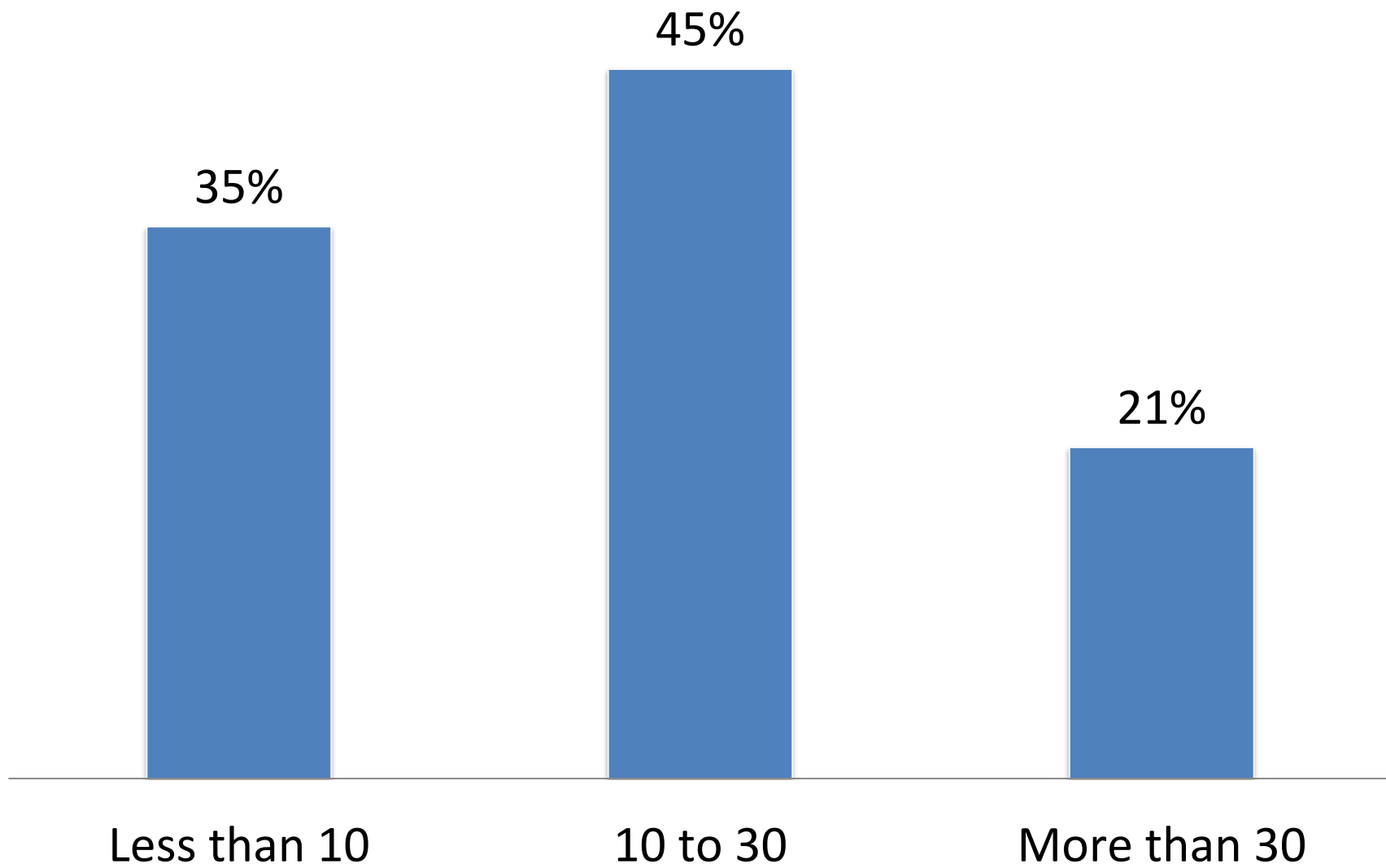
Survey Question

How frequently do you experience the following in constituent meetings?



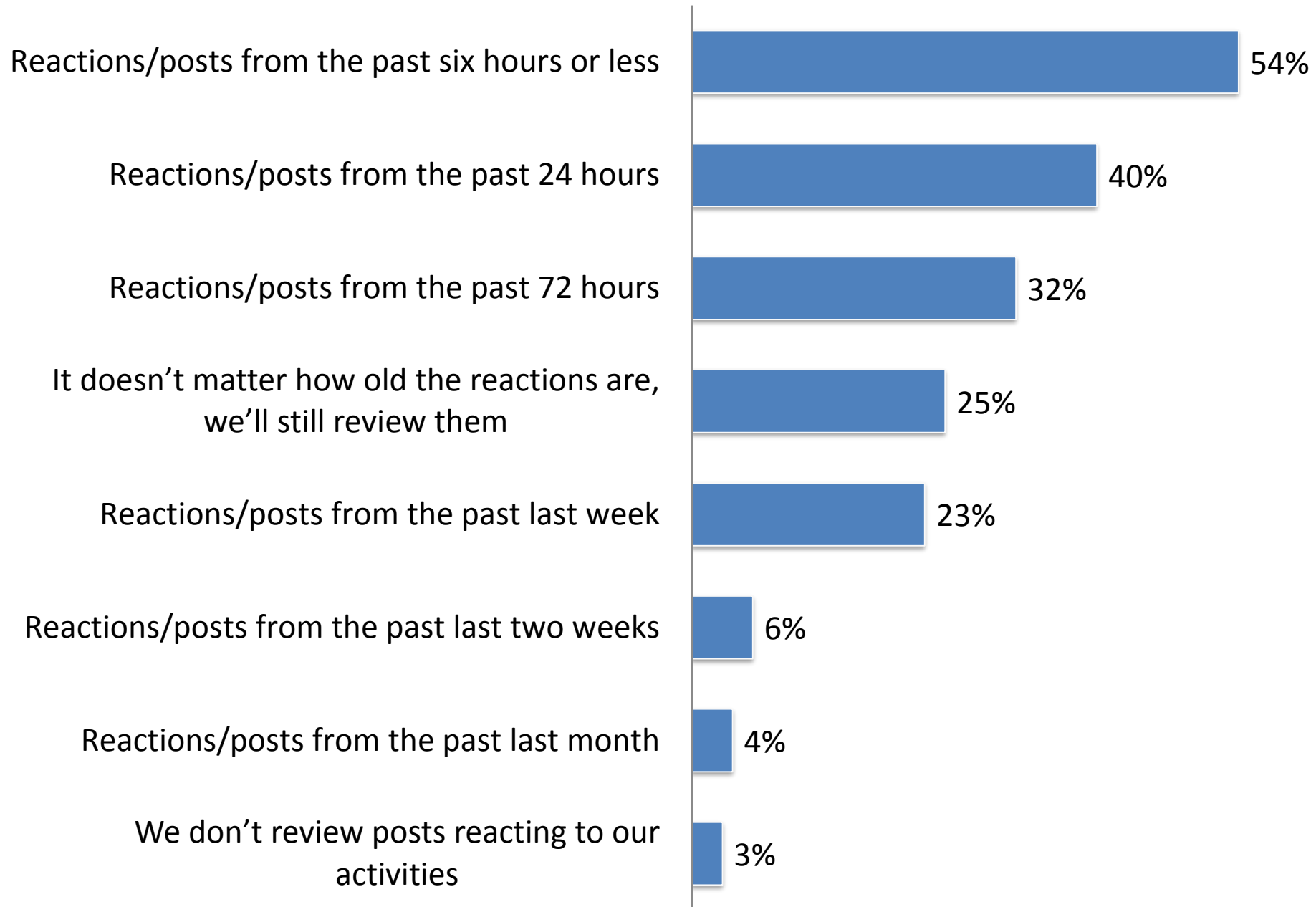
Survey Question

How many similar comments on a social media post is enough for your office to pay attention to?



Survey Question

How long AFTER posting an office/Member comment will you review reactions?



A faint, grayscale background image of a large, circular building dome, likely the U.S. Capitol, with its architectural details and windows visible.

Citizen Advocate Toolkit

Congressional Information & Planning Tools

1. Legislator Profile

- Research your Members and Senators:
 - Professional Background
 - Spouse's Profession
 - Committee Assignments
- Create System for Collecting/Storing Data

2. Relationship Audit

Possible Questions

- Have you ever met our Member of Congress?
- If so, when did you last interact with a federal legislator?
- Emphasize even the briefest of interactions is valuable

3. Key Staff List

- Chief of Staff
- District/State Director
- Legislative Director
- Legislative Assistant
- Scheduler

3. Key Staff List

- Google Legislator's Name and Staff Title
- Call the Congressional Office
- Contact National Office

4. Economic Impact/Footprint

- Number of Patients/Practitioners
- Value (in Dollars) of Contributions
- Multiplier Effects of Contributions
- Benefit to the Taxpayer

5. Profiles of Allies

- Identify Candidates
- Create Questions to Ask
- Clarify How Stories will be Used
 - First Name Only
 - Not for Public
- Emphasize Policy Impact Value to Patients and Profession
- PHOTOS!

6. Email to Congressional Staff

- The subject line is VERY important.
- Remember, most messages will be read on a phone.
(Format accordingly)
- Keep it short and to the relevant staff person.
- Send only pertinent information at the right time.
- Remember to thank and not just to “spank.”
- *Key time: nights and weekends!*

7. Letter to the Editor

Practice

- Reference a story from an article that ran in the paper during the last week
- Keep the Letters short (100-200 words)
- Reference to the legislator is a MUST



Citizen Advocate Toolkit

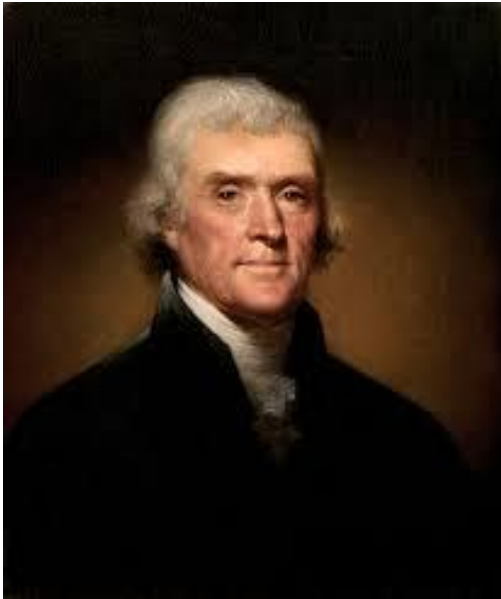
In-State Interaction Tools

8. In Person Town Hall Meeting

- Be prepared
- Go early, meet staff
- Go in groups
- Leave paper
- Provide feedback to professional advocate

9. Telephone Town Hall Meeting

- Get invited
- ALWAYS ask a question
- Be prepared to have your question vetted
- Recognize you're on a BIG stage
- Establish credentials for audience
- Be concise – talk from a written question
- PRAISE the legislator – even for just listening



“We in America do not have government by the majority. We have government by the majority who participate.”

- Thomas Jefferson

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