

Advocacy Tip Sheet

Delivering your message
and your leave-behind



Your Message

1. Make it Clear:

- Identify yourself and the reason for the meeting
- Use words that are easy to understand. Avoid technical and/or medical jargon.

2. Make it Concise:

- Give your main message and 2-3 supporting points for your main message
- Stay on-topic

3. Make it Professionally Persuasive:

- Your message is powerful – share it in a polite and confident manner
- Be on time to your meeting and be flexible (e.g., surprise – it's a staffer, not the legislator)
- Stay non-partisan

4. Make it Memorable:

- Connect your message to personal stories and/or to what is happening locally
- Know your facts and think about your patients/clients
- Leave a positive impression by offering your solution to the issue and ways that your legislator can help bring about this solution (hint: existing legislation is a great tool!)

Leave-Behind

1. This is your physical take away summary:

- Something tangible for the legislator (or staffer) at the end of the visit so that they remember your meeting
- Keep it short and sweet by focusing on one key topic. Minimal text and maximal infographics/pictures

2. Make it the start of a relationship:

- Please give your contact information and offer to serve as a future resource for questions/concerns. Build those ongoing relationships!