

## WOMEN WORK! ADVOCACY DAY 2007

### *Preparing for Your State Strategy Lunch A Guide for State Affiliate Presidents*

Advocacy Day 2007 is your opportunity to speak to legislators *on behalf of the women you serve*. You are in the unique position to influence the ways in which your representatives in Congress shape legislation by giving voice to the challenges women face while striving to enter, re-enter and advance in the workforce.

Before meeting with your legislators on Capitol Hill, it is important to take the time to discuss strategy with your state affiliates. **We will provide you this opportunity on the second day of the conference, Tuesday, April 24, during the *Legislative Activity and Strategy Planning Lunch* from 11:30 am – 12:30 pm.**

This is a critical step in making your meeting(s) as effective as possible. Use this sheet and the other worksheets prepared by Women Work! to develop the plan for what you want to share with your Members of Congress. You can bring your notes to the meeting to refer to, but do not read from them. Speak naturally.

- 1. Know the logistics.** Where is the meeting? How long will it take you to get there? How much time do you have with the legislator or his/her staffer?
- 2. Make sure you have everything you need.** Bring pen, paper and handouts about your organization(s). Be sure to have the handouts organized ahead of time. Include your business card.
- 3. Define your key message to legislators.** What *exactly* do you want your legislator to learn from this meeting? Be as concise and precise as possible. Offer concrete examples and concrete solutions. Use statistics (Example: “We have 300 women in the program, with a success rate of 85%. If we increased funded by just 5%, then 20 more women would be served.”).
- 4. Develop an agenda for the meeting.** You have a limited amount of time on the Hill, so be very clear about why you’re having the meeting. Determine in advance how much time each point on your agenda should receive and who will be sharing each point. It’s okay to be flexible during the meeting, but be mindful of how much time you have.

Note: Women Work! will provide you with a sample agendas during the conference based on the most up-to-date legislative priorities. These agendas will include specific ways to “make the ask,” wherein Women Work! will outline specific lobbying points for you.

An example agenda might look like this:

- Introducing yourselves and your programs (1 minute each, 5 participants) = 5 minutes
- Goals of the meeting (3 minutes, Speaker 1)
- Defining the challenges facing your community (7 minutes, Speaker 2)
- Offering Suggested Solutions and “Making the Ask” (8 minutes, Speakers 3 and 4)
- Getting Feedback from Legislator/Staffer (5 minutes)

- Summarizing meeting/future steps (2 minutes, Speaker 1)  
Total: 30 minutes

**4. Establish roles for the meeting.** Who is going to say what? You should also choose a note taker and a timekeeper. Make sure everyone feels like they are participating in a way that makes them comfortable.

**Other tips for a successful meeting.**

- **Keep the meeting on track.** As the State Affiliate President, it is your responsibility to help the group stay focused. Your agenda is the tool you can use to guide your state affiliates to stay on time and on topic.
- **Do NOT contradict each other in front of a legislator or a staffer.** You all don't have to agree about where exactly you want the policy to go, but when meeting with decision-makers, your message should be as united as possible. If you have differences of opinion, decide ahead of time how you want to share these differences.