

## TIPS FOR A SUCCESSFUL ADVOCACY VISIT

### Assign Roles

These roles are flexible based on the number of people in your group, the length of the visit, number of issues you plan to discuss, and who has stories to contribute. MAZON staff will confirm meeting appointments, times, and locations and will assign individuals to groups for advocacy visits.

**LEADER:** Introduces the group or, in a small group, allows everyone to do so. Ensures that the visit is on track and that all spokespeople have a chance to speak. Collects business cards from staffer(s) at beginning and leaves the advocacy visit materials at the end.

**ISSUE PRESENTER & STORYTELLER:** Introduces and frames the issue, personalizes the issue by sharing a compelling story or experience, and explains why the legislator should act. Makes “the ask” and is prepared to respond depending on the legislator’s position. It is recommended to focus on just one or two issues and leave time for discussion.

**RECORDER:** Completes the Lobby Visit Report Form and records any questions, commitments made, or follow up requested during the meeting.

**SUPPORTING ADVOCATES:** Sign the office guest book. Take pictures of group during visit. After the visit, share your experience on social media. (Find legislator’s Twitter handle/ Facebook page) Write a thank you note.

## Suggested Meeting Format

### OPENER:

- Express thanks for taking the time to meet
- Introduce the group (individually, if a small group)
- Provide BRIEF intro to MAZON: who we are, who we represent, priority issues
- Explain purpose of the meeting: to advocate for specific issues or bills
- Thank legislator for something you appreciated (vote, cosponsorship) if possible

### ISSUE PRESENTATIONS:

- State the problem that must be addressed by policy change
- State the policy solution and why you support this position
- Personal story: Share your experiences or perspective
- Make “the ask,” what you want your member of Congress to do
- Wait for response – be sure to listen!
- Offer to be a resource or to send additional information

### WRAP UP:

- Review comments, commitments, and follow-up requests for each issue
- Thank legislator/staff for their time; collect business cards from staff
- Leave your business card or contact information and advocacy visit folder materials

### DEBRIEF:

- Meet outside of the building to discuss the visit; help Recorder write down accurate notes
- Discuss any requests for additional information made by the congressional office; delegate follow-up tasks to the group
- Assign someone to write thank you notes to everyone you met with and to the legislator, briefly restating key talking points; if you met with legislative aides, be sure to mention them in the note to legislator
- Send Lobby Visit Report Form, notes, and questions from the meeting to Amanda Nesher, Legislative Assistant, at [anesher@mazon.org](mailto:anesher@mazon.org)