

HOW TO DELIVER A POWERFUL MESSAGE IN A HILL MEETING

Your goal is to become a trusted resource for your Member of Congress and his or her staff, and to develop a strong supporter of Impact Aid.

PREPARING FOR THE MEETING

Use the NAFIS website, nafisdc.org, to increase your familiarity with Impact Aid.

Do your homework by identifying your Member of Congress':

- Committee Membership
- Impact Aid Coalition Membership
- Recent local newspaper articles
- Recent press releases
- Policy interests
- Space on the political spectrum

Prepare an example of how Impact Aid is important for your school district.

Develop your message using the [NAFIS Talking Points](#) and [Elevator Pitch Worksheet](#).

Identify a group leader and plan what each participant will contribute and when.

Plan to use video, if virtual, even if the person you're meeting with is only on audio.

DURING THE MEETING

Be bipartisan and stay positive.

Share your stories and connect them to the interests of your Member of Congress. Be yourself and bring your passion.

Be helpful and offer to get back to the Member of Congress if you don't have the answer to a question.

Make your ask, using the [NAFIS Talking Points](#) to tell your legislator what you want them to do.

- Tailor to the Member of Congress' role
- Tailor to your expertise

Take time to listen and give your Member of Congress and their staff the opportunity to respond.

- Ask, "How can we help you?"
- Ask, "What is your boss' position?"

AFTER THE MEETING

Follow up on any promises made - unanswered questions, statistics, resources, etc.

Foster the relationship with regular contact

- Set calendar reminders to contact your policymakers at least once every quarter
- Share school district news and other successes with your Members of Congress
- Make sure you're following your Members of Congress on social media

Use Twitter to thank your Congressperson - use the [NAFIS Sample Tweets](#) for ideas - or share a brief article on your district website. Be sure to send it to them!

Send a "Thank You" email

- Let the person you met with know you appreciate their time and support
- Reiterate any talking points if necessary
- If the Member of Congress is not on the Impact Aid Coalition, remind them to join by sending an email to info@nafisdc.org
 - Check to see if they're on the coalition:
 - [House of Representatives Coalition](#)
 - [Senate Coalition](#)
- Invite them to visit your school district

Remember, advocacy is a long-term process - the meeting is only the first step!