

UNIDOS US

CHANGE MAKERS

SUMMIT

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THE HAMILTON HOTEL DC * WASHINGTON, DC

Effective Strategies in Advocacy

Establish goals for your meeting, such as:

- Raising awareness about a pertinent cause.
- Offering informational resources.
- Suggesting a potential briefing or in-district event.
- Consider the primary themes, concerns, and objectives for each.

Map out a strategy to achieve your desired outcomes.

- If you have an existing relationship with your representative's office:
 - Affirm and strengthen your relationship. Remind them you are an important voice in your shared community and are continuing a dialogue.
- If you are a new advocate:
 - Leverage the meeting as an introduction and an opportunity to establish a relationship.
 - Educate your representatives on your organization and those you serve.

Research your Member of Congress to guide your talking points.

- Research the Member's past votes, and bills they may have introduced or cosponsored. Also look at bills of importance to your organization that they *did not* cosponsor or sign onto.
- Consider the Member's priorities and positions and how they may align with yours.
- Include how your goals and objectives benefit the state or district.
- Emphasize the integral role of the Latino community in their state/district.
- Look up the Member's social media as source for learning:
 - What they care about.
 - Whose voices they elevate.
 - Possible patterns in their online engagement.
 - How they interact with their audiences to better engage with them.
- Inform yourself on key people or other common connections to either the Member or their staff.

Establish relevancy and determine your ask and objectives. Meetings may be very brief, so it is important to cover the basics:

- Inform the Member and/or staffers you interact with that you are a constituent.
- Narrow talking points to no more than two or three points. Include anecdotes that reinforce talking points.
- Determine what you will leave behind.

Determine and agree on who will be filling in the roles of:

- Leading the introductions and determining relevancy.
- Explaining the main talking points.
- Closing remarks.

Final guidance and reminders:

- Member offices prioritize constituent meetings; they want to meet the people who they represent.
- Congressional staff have tremendous influence over Members and are often the resident experts on certain issue areas. Do not be discouraged if you are not meeting directly with the Member.
- If you feel like the meeting is going off track at any point, go back to your central talking points as agreed upon prior to your meeting.
- Always thank the Member and/or staffers for their time and follow up with a thank you email and additional documents, if applicable.