

# **FY22 Virtual Appropriations Hill Week**

## **Training Three:**

### **Requesting Hill Meetings 101 + Work Session**

Tuesday, June 8, 2021

1:00 - 2:00 PM, EDT

# Agenda

---

- I. Overview of FY22 Virtual Appropriations Hill Week Journey and Outcomes
- II. Refresher on Previous Trainings
- III. Resource Spotlights
- IV. What is Top of Mind for Hill Staffers as You Request Meetings?
- V. How to Request Hill Meetings
- VI. Work Session
- VII. Q&A
- VIII. Closing and Next Steps

# Outcomes of Our FY22 Virtual Appropriations Hill Week Journey

---

## Community Impact

Advocate for funding priorities that impact the communities you serve



## Advocacy Training

Receive training on how to advocate for your goals and meet with policy makers



## Relationship Building

Establish or deepen connections with congressional offices within your state or district

# Overview of Virtual Appropriations Hill Week

America Forward Virtual Appropriations Week: June 22-29  
<http://www.americaforward.org/virtualhillweek2021/>

## Kick-off Webinar

June 22, 3 - 4 pm ET



## Virtual Meetings with Congressional Offices

June 22-29



## Celebration Hour

June 29, 4 - 5 pm ET

*Technical assistance and feedback opportunities*

### Office Hour 1

June 17,  
2:30 - 3:30 pm ET

### Office Hour 2

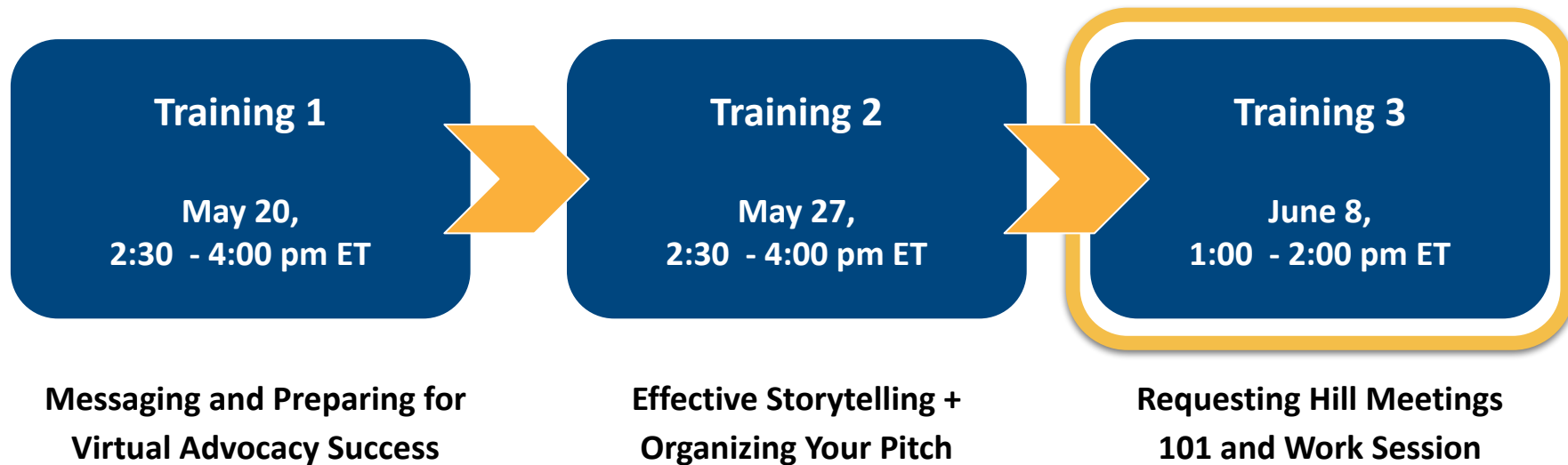
June 23,  
2:30 - 3:30 pm ET

### Office Hour 3

June 24,  
2:30 - 3:30 pm ET

# Today's Training

---



# Training Recordings + Resources Located on Website

America Forward Virtual Appropriations Week: June 22-29

<http://www.americaforward.org/virtualhillweek2021/>

## Virtual Hill Week & Training Programming & Registration

- May 14 Information Session [[Recording](#)] [[Presentation](#)]
- **May 20:** Advocacy Institute Training: Messaging and Preparing for Virtual Advocacy Success [[Recording](#)] [[Presentation](#)]
- **May 27:** Advocacy Institute Training: Effective Storytelling + Organizing Your Pitch [[Recording](#)] [[Presentation](#)]

### Training Materials:

and assign meeting roles.

Group Introduction: \_\_\_\_\_

Speaker by topic: \_\_\_\_\_

Closing: \_\_\_\_\_

Note taker: \_\_\_\_\_

Meeting Log (Who will fill out?) \_\_\_\_\_

\*Note: America Forward will provide a Google doc for which to log meeting scheduling and notes, for which you'll enter this information.

Step 2: Plan the order in which you will introduce yourselves, then introduce the America Forward Coalition, the FY22 virtual hill week you are participating in and what you would like to share during the meeting.

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

exercises to help you tell your story or the story of your organization, draw connections to America Forward's shared story, and use this shared story to help educate federal policymakers.

There is a separate worksheet you and your fellow meeting attendees can use to organize your remarks for your hill meetings by connecting your stories to the shared America Forward Fiscal Year (FY) 22 Appropriations agenda and the specific roles of policymakers.

Here are some "pro tips" to keep in mind as you answer the questions + dive into the storytelling training.

- 1) Be clear and concise.
- 2) Share who you are / who your organization is.
- 3) Point a picture of the people or communities you serve.
- 4) Be specific about the challenges you face and demonstrate the need for and impact of your work focusing on advancing your organization's goals and America Forward's collective priorities.
- 5) If your personal story, or a story of an individual you serve helps to augment the organization's story, share it!
- 6) Know your story well! Write it down and practice.

exercises to help you tell your story or the story of your organization, draw connections to America Forward's shared story, and use this shared story to help educate federal policymakers.

There is a separate worksheet you and your fellow meeting attendees can use to organize your remarks for your hill meetings by connecting your stories to the shared America Forward Fiscal Year (FY) 22 Appropriations agenda and the specific roles of policymakers.

Here are some "pro tips" to keep in mind as you answer the questions + dive into the storytelling training.

- 1) Be clear and concise.
- 2) Share who you are and point a picture yourself and peers / the community you represent.
- 3) Communicate the impact of the issue upon you and be specific about the challenges you face. You may also want to share the impact that the organization you are joining this advocacy week with has upon you.
- 4) Highlight data and figures that make your story and the issues you face come alive. For example, if you are a college student and want to talk about federal student aid, the dollar amount your tuition has risen since you began college, or the dollar amount gap between your student aid and living costs.
- 5) Know your story well! Write it down and practice.

# What is Top of Mind for Hill Staffers as You Request Meetings?

---

- American Rescue Plan Implementation
- American Jobs Plan + American Families Plan
- Fiscal Year 2022 Appropriations Asks



# Your Hill Target List (Provided by America Forward)

---

## America Forward's Recommendations are drawn from:

- Your Representative and/or Senators' Offices
  - Congressional districts where your organization has presence

## Among these, prioritizing:

- Those who serve on the Appropriations Committees, Labor-HHS ED Appropriations Subcommittees, the Commerce-Justice-Science Appropriations Subcommittees
- Those who serve on the Education Committees
- Those who may not be on Committees but have an interest in our issues

## And, with your input:

- Members with whom you have started a relationship
- Members with whom relationships need to be created
- **Additional Resource:** [GovTrack Congressional District Finder](#)

*America Forward FY22 Approps Virtual Hill Week [Target List](#)*



# Who Will Request Meetings?

---

Participating Coalition member organizations will request meetings

- This is a skill and relationship building opportunity!

America Forward will coordinate meetings with the following Members

- Rep. Rosa DeLauro (D-CT)
- Rep. Tom Cole (R-OK)
- Sen. Patty Murray (D-WA)
- Sen. Roy Blunt (R-MO)
- Rep. Bobby Scott (D-VA)
- Rep. Virginia Foxx (R-NC)
- Sen. Richard Burr (R-NC)

# Meetings with Staffers or Members?

## Our Recommendation:

- Meet with the staffer(s).
- Staffers are your best option as you will be able to have a longer, more substantive meeting - and the most feasible option at this unique time.
- It is harder to set up a meeting with Members (and to have that meeting last more than 5-10 minutes).



# How Many Meetings to Aim For?

---

- No hard and fast rule - will depend on your team's capacity / availability as well as that of Hill staff.
- We have found virtual meetings are very efficient and focused, so very possible to do multiple in a day.
- Your whole team does not have to be on the same call - can split up team to divide and conquer.
- While most conversations will be 30 minutes, sometimes they will run over - so please schedule buffer time. We would not recommend scheduling multiple meetings back to back.



# How to Reach out? Timing?

- By Email!
- Our suggestion on timing would be to make the initial outreach 2-3 weeks ahead of time (and not earlier than that)
  - So our time held today is great timing!
- If you have not heard back in a few days, definitely follow up!



# What to Include in Meeting Request?

- A greeting!
- Your name, title, organization name and a brief description of your organization
- A brief description of the America Forward Virtual FY22 Approps Hill Week
- Request to meet with the staffer to discuss the Coalition's approps asks, and x, y, z in particular
- Your team's availability (and specify in Eastern Time)
- That your team is happy to do a conference call or video call whichever works best (and happy set up if helpful)
- Brief thanks for consideration of the request



America Forward created this [email template](#) to make your outreach even easier.

# Work Session: Let's Request Meetings!

- In just a moment we will begin blocking our calendars + sending meeting requests to offices!
- If you are attending this training with a teammate and would like to go to a breakout room to talk out loud, let us know and we can send you to one.
- Please let us know if you have any questions via the chatbox (or email, if you are attending asynchronously).



# Pull Up Schedules + Block Your Calendar

- Pull up:
  - Your calendar + the availability of anyone attending meetings with you (and remember you can divide and conquer)
  - Block your calendar and place holds over the windows of time you are offering up to offices



*Links to Target list + Meeting Request Template Language are in chatbox*

# Closing & Next Steps

---

- Please take the post-survey at:  
<https://forms.gle/ewe7tBRykkm7VgkS7>
- Register for our upcoming Hill Week events at  
<http://www.americaforward.org/virtualhillweek2021/>
- Reach out to Jon with any questions  
(jonathan\_briggs@newprofit.org)



# **FY22 Virtual Appropriations Hill Week**

## **Training Three:**

### **Requesting Hill Meetings 101 + Work Session**

Tuesday, June 8, 2021

1:00 - 2:00 PM, EDT