

FY22 Virtual Appropriations Hill Week

Training One:

Messaging and Preparing for Virtual Advocacy Success

THURSDAY, MAY 20, 2021

2:30 - 4:00 PM, EDT

Agenda

- I. What is Top of Mind for Hill Staffers?
- II. America Forward's FY22 Letter and Messaging
- III. What to Expect During Virtual Hill Meetings
- IV. Tips and Tricks for Virtual Advocacy Success
- V. Q&A
- VI. Next Steps

What is Top of Mind for Hill Staffers?

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



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What are we advocating for and why?

Each budget and appropriations cycle, America Forward shares our funding requests with congressional appropriators to underscore why federal funding matters to schools, families, and communities our members operate in and serve.

Recently, America Forward shared its [FY 22 Appropriations request letter](#).

Now, more than ever, we must work together as the America Forward Coalition to ensure our collective policy priorities are funded as part of FY22 appropriations.

What are we advocating for?

Our **FY22 Appropriations request letter** centers around our priorities for federal funding in Education, Workforce, National Service and other programs important to our Coalition.

Highlights include:

- **Early childhood:** Builds on Funding in American Rescue Plan for Child Care and Head Start
- **K-12:** Supports White House \$20 Billion increase for Title I, plus billions more for Teachers, Whole Learner Initiatives, School Innovation, After School Programs, and Special Education
- **Higher Education:** Calls for \$400 increase for the maximum Pell Grant
- **Workforce:** Supports the American Jobs Plan for Workforce Investments, plus increases for YouthBuild and Community College Training Grants
- **National Service:** Supports the expansion of the number of service members and the increase of equitable access to service opportunities and service providers
- **Evidence:** Calls for Congress to focus funding on programs that are evidence-based and reward those that work

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

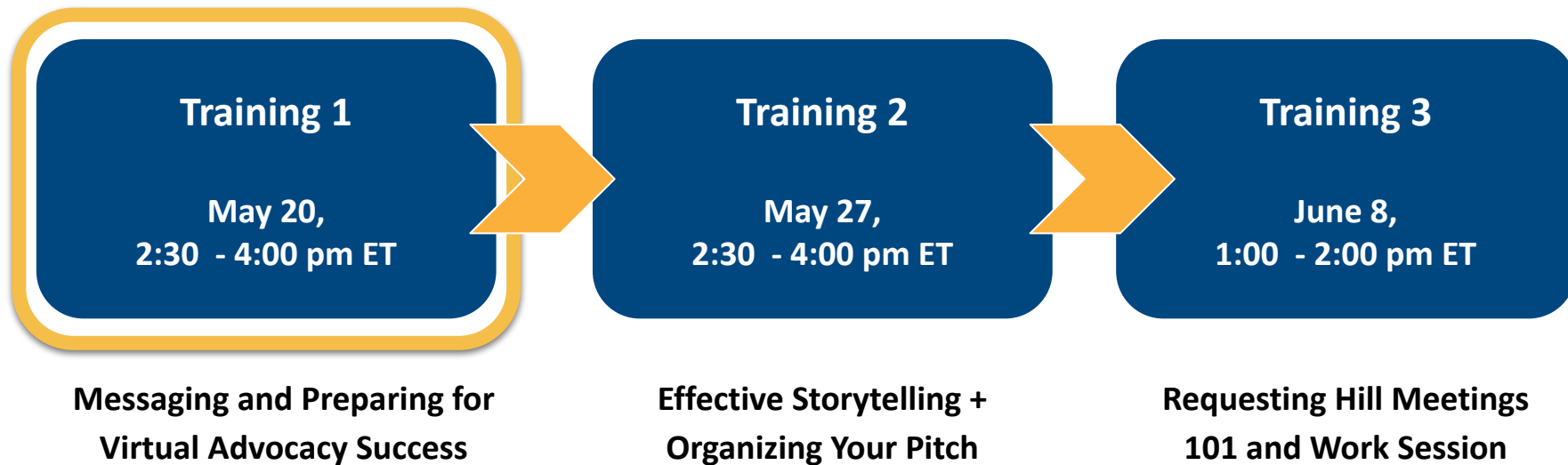
Office Hour 2

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

Office Hour 2

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

Today's Training



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Virtual Hill Meetings 101

- Could be phone or video call
- Generally 30 minutes
 - Please leave a buffer between meetings, in case meetings go long
- Usually with staffer
- Meeting may start late or get shifted
 - Please be early!



Typical Hill Meeting Flow

Intros

America Forward Coalition + All on Call

Opening

Why I Am / We Are Here Today

Ask 1

Short Pitch (use story + data)

Ask 2

Short Pitch (use story + data)

Closing

Restate Asks

Q&A

At End or Throughout



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Pro-tips for Virtual Advocacy Success

Prepare for success!

- Make a plan and assign roles
 - Group introduction
 - Introduction order
 - Speaker by topic
 - Closing
- Coordination is key
- Here is a [worksheet](#) that can help you organize

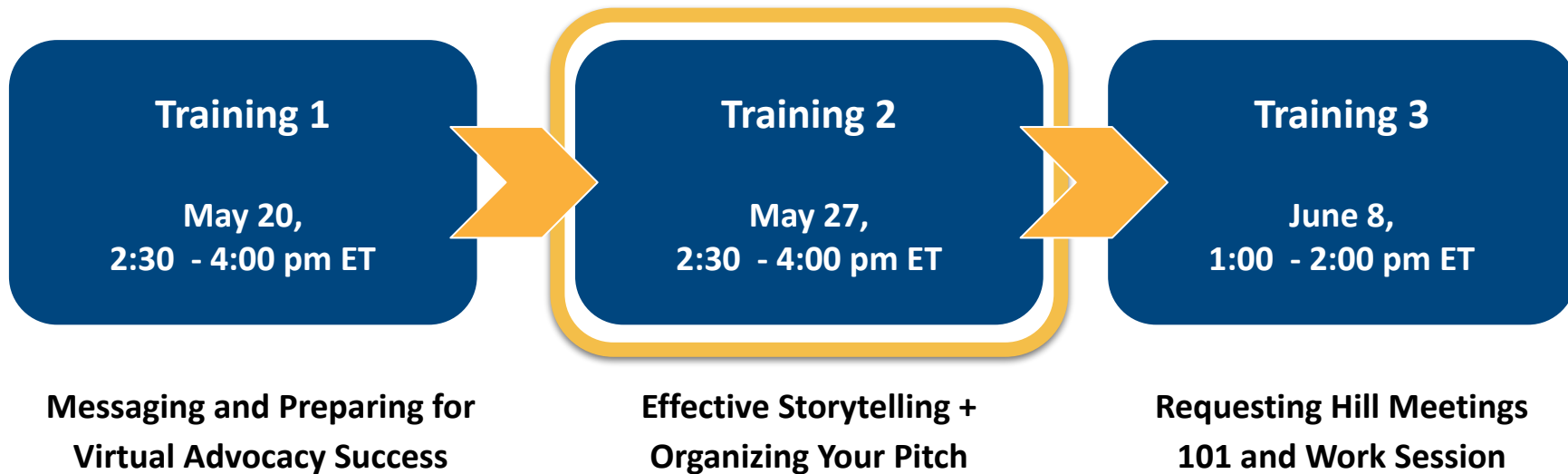


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Remember: You're an expert with a story to tell!

- Clearly and concisely communicate individual's story and goals OR organization's work and mission
- Paint a picture of the individual themselves, peers they represent OR types of partners and communities served
- Communicate the impact of the issue / and the organization on individuals OR your organization's impact on communities served
- Highlight data and/or research that makes story and issues faced come alive OR which guides the organization's work
- Memorable and compelling pitch

Virtual Hill Week Training Series



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Q&A



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Closing & Next Steps

- If you haven't already, please take the pre-survey to help us identify which offices you will be meeting with:
<https://forms.gle/6TS5GsuQeRcrHm3q7>
- Please take the post-training survey to give us feedback:
<https://forms.gle/ewe7tBRykkm7VgkS7>
- Register for our upcoming trainings & Hill Week events at
<http://www.americaforward.org/virtualhillweek2021/>
- Reach out to Jon with any questions
(jonathan_briggs@newprofit.org)

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