Welcome!

Virtual Housekeeping Tips

Please be mindful of background noise and mute your microphone when not speaking.

Drop questions in the chat throughout the presentation.

Icebreaker

As you log on, please answer the question in the Mentimeter poll
Voting code: 6512 0789

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FY22 Virtual Appropriations Hill Week Kick-off Webinar

Tuesday, June 22, 2021

3:00 - 4:00 PM, EDT

Agenda

I. Overview of FY22 Virtual Appropriations Hill Week Journey and Outcomes

II. Federal Update

III. Refresher on Previous Trainings

IV. Participant Guide Resource Review

V. Hill Week FAQs

VI. Q&A / Closing & Next Steps

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 2

June 23,

2:30 - 3:30 pm ET

Office Hour 3

June 24,

2:30 - 3:30 pm ET

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Federal Update: Fiscal Year 2022 Appropriations

- **Administration**
  - On April 9, President Biden's skinny budget for FY2022 released
  - On May 28, Administration's Full budget request for FY2022 released
- **House**
  - Appropriations Subcommittees have held hearings
  - Released guidance on community project funding
  - House requests for LHHS-ED were due in April
  - House appropriations markups have been scheduled
  - House Budget Chair has filed a deeming resolution
- **Senate**
  - Appropriations Subcommittees are in process of holding hearings
  - Released guidance on congressionally-directed spending
  - Senate requests for LHHS-ED are due July 8
- **What's Next?**
  - Appropriations - Budget Resolution?
  - Non-appropriations - Budget Reconciliation? American Jobs Plan? Infrastructure package?

Themes and Keywords You May Hear in Meetings

More Conservative

- Fiscal/Budgetary Constraints
  - No new programs or spending
- State and Local Flexibility
- Innovation (focus on efficiency)
- Evidence of effectiveness

More Progressive

- Racial Justice + Advancing Equity
- Strong Federal Investments in Education
- Strong Transparency & Accountability
- Innovation (focus on Equity)
- Evidence of effectiveness

Questions You May Hear in Meetings

Below are some content questions that might come up during your meetings.

- Q1: How is this addressing institutional racism and advancing equity?
- Q2: What is the return on investment of this program?
- Q3: Is this investment sufficient? Should we go further?
- Q4: Is this large increase / new program needed? Especially in light of recent investments through the American Rescue Plan?
- Q5: What is the evidence base for this program/authority?

And remember, if a question comes up in a meeting that you can't answer, that's completely fine! Say you'll get back to them.

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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

5 Reminders for Your Meetings

Record	Record your outreach and meetings in the Hill Week Target List (*more on this later in the presentation*)
Remind	24-hours before your meeting with an office, confirm the time, platform and send any additional materials (e.g., the appropriations letter, etc.)
Relay	Highlight your organization's impact in the state/district represented by the Congressional offices you meet with via data and storytelling
Record (again)	Record takeaways/follow-ups after each of your meetings (*more on this later in the presentation*)
Relationship Build	After each meeting, send a thank you note to the office, including any follow-up items you promised to share

Resource Spotlight: Meeting Organization Worksheet

Available on the hill week website, this resource can help you organize your pitch + speaking order

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

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America Forward FY22 Virtual Hill Week
Meeting Organization Worksheet

Meeting Date & Time: _____

Office / Staffer Info: _____

Meeting Platform (i.e., Zoom, Hangouts, etc.)/ Details: _____

Step 1: When prepping for the virtual Hill meeting, please organize yourself, your colleagues, 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: _____

Name: _____

Example introduction: *Hello and thank you for your time today. We are here as part of the America Forward Coalition, a network of over 100 social innovation organizations that champion innovative, effective, and efficient solutions to our country's most pressing social problems... Our organization, [name] serves … We are here today participating in America Forward's Fiscal Year 2022 Appropriations Virtual Advocacy. We would like to share our FY'22 priorities with you and share the importance these programs have on our work…*

1

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Bring Asks to Life through Effective Storytelling

Clearly And Concisely Communicate individual's story and/or your organization's story

Paint A Picture of the individual themselves, peers they represent OR types of partners and communities served

Communicate The Impact of the issue on individuals OR your organization's impact on communities served

Highlight Data And/Or Research that makes stories and issues faced come alive OR which guide organization's work

Memorable And Compelling Pitch

Resource Spotlight - Storytelling Worksheets

Here are storytelling worksheets you can use to draft and work on your story

- Staff / Organization
- Individual / Community Member

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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

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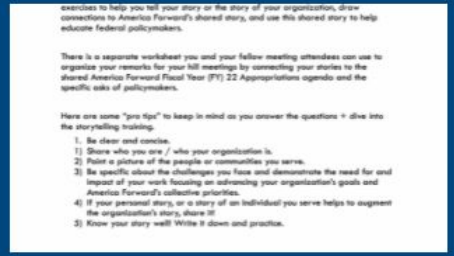
Name: _____

Name: _____

Name: _____

Name: _____

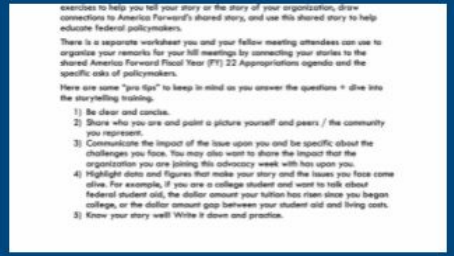


exercises to help you tell your story or the story of your organization, draw connections to America Forward's shared story, and use this shared story to help educate federal policymakers.

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 asks 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.
1) Share who you are / who your organization is.
2) Paint a picture of the people or communities you serve.
3) 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.
4) If your personal story, or a story of an individual you serve helps to augment the organization's story, share it!
5) Know your story well! Write it down and practice.



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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 paint 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.

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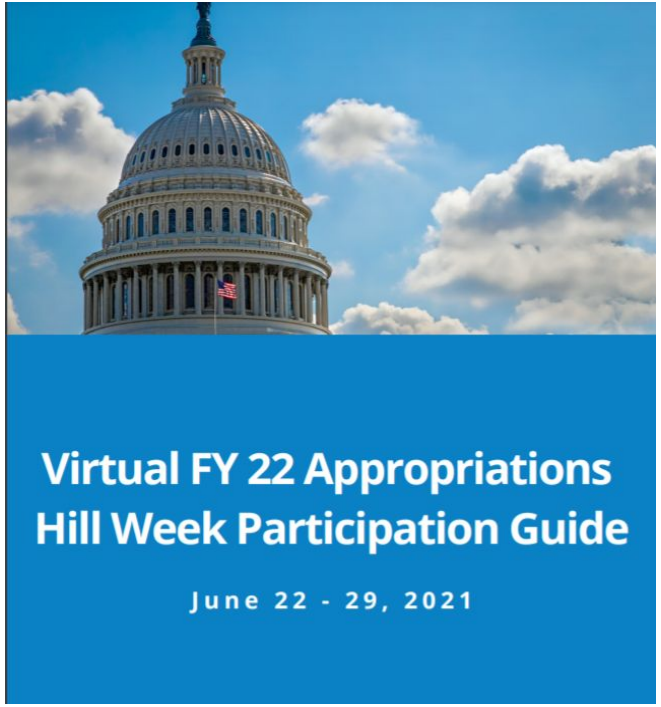
Participant Guide Resources

Here are a few resources from the America Forward Participant Guide to be aware of as you prepare for the Virtual Hill Week.

- America Forward's FY22 Request Level Chart
- Virtual Hill Week Target List
- Hill Week Meeting Notes Form



Reminder: Record Your Outreach

Reminder #1: Record your meeting details in the Hill Week Target List spreadsheet

[EXTERNAL] America Forward FY22 Approps Virtual Hill Week Target List

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 11 hours ago by anonymous

	Organization	Location	Member	Staffer Email	Date of Outreach	Date of office response	Meeting Date(s)	Meeting Time	Meeting Platform	2nd outreach?	Meeting notes
3	Abriendo Puertas/Opening Doors	New Mexico	Sen. Martin Heinrich	marisa_silva@heinrich.senate.gov							
4	Abriendo Puertas/Opening Doors	California	Sen. Dianne Feinstein	brent_palmer@feinstein.senate.gov	6/14						
5	Abriendo Puertas/Opening Doors	California	Rep. Lucille Roybal-Allard	victor.castillo@mail.house.gov	6/14						
6	Abriendo Puertas/Opening Doors	California	Rep. Barbara Lee								
7	Abriendo Puertas/Opening Doors	Washington	Rep. Jaime Herrera Beutler								
1	KIPP	Pennsylvania	Rep. Matt Cartwright	jeremy.marcus@mail.house.gov	6/14						For each meeting, please record your meeting notes in this form.
2	KIPP	Pennsylvania	Sen. Bob Casey	sara-paige_silvestro@casey.senate.gov	6/14	14 June					
4	KIPP	Northern California	Rep. Barbara Lee	samira.damavandi@mail.house.gov	6/14						
5	KIPP	Southern California	Rep. Lucille Roybal-Allard	victor.castillo@mail.house.gov	6/14						
1	New Classrooms	Orlando Florida	Sen. Marco Rubio								For each meeting, please record your meeting notes in this form.
2	New Classrooms	Chicago	Sen. Dick Durbin	joseph_bushong@durbin.senate.gov	6/11						
3	New Classrooms	New Orleans	Sen. John Kennedy	herman_gesser@kennedy.senate.gov	6/11						
4	New Classrooms	Santa Fe	Sen. Ben Ray Luján	jeffrey_lopez@lujan.senate.gov	6/11						
1	New Teacher Center	Florida	Sen. Marco Rubio		6/14						For each meeting, please record your meeting notes in this form.
2	New Teacher Center	California	Sen. Dianne Feinstein	brent_palmer@feinstein.senate.gov							
3	New Teacher Center	California	Rep. Mark DeSaulnier		6/14						
4	New Teacher Center	Texas	Rep. Joaquin Castro	ben.thomas@mail.house.gov	6/14						
5	New Teacher Center	Northern California	Rep. Barbara Lee		14 June						
6	New Teacher Center	Southern California	Rep. Lucille Roybal-Allard	victor.castillo@mail.house.gov	14 June						
7	New Teacher Center		Rep. Jahanna Hayes		6/14						
1	Per Scholas	Chicago	Sen. Dick Durbin	joseph_bushong@durbin.senate.gov	14 June	14 June	29 June	11am EST	Skype		For each meeting, please record your meeting notes in this form.
2	Per Scholas	Charlotte, NC	Rep. Alma Adams	kichelle.webster@mail.house.gov	14 June						
3	Per Scholas	New York (10454 Zip)	Rep. Ritchie Torres	christopher.jerrolds@mail.house.gov	14 June						
4	Per Scholas	Massachussetts	Rep. Katherine Clark	steve.thornton@mail.house.gov	6/14						

Reminder: Record Your Meeting Takeaways

Reminder #2: Record follow-ups and takeaways from your Hill Week meetings in the Google form provided in the Hill Week Target List spreadsheet

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Congressional Office Meeting Recap

Please use this form to record important notes and takeaways after each meeting with Congressional Offices and Staff that your organization participates in as part of America Forward's FY22 Appropriations Hill Week.

Only one member of your organization's meeting should complete the form. If you partnered with at least one other America Forward Coalition member for a Hill Week meeting, please fill out this form from the perspective of your organization (i.e., each Coalition member organization represented in a meeting should fill out this form after the meeting).

* Required

Organization *

Your answer

Congressional Office *

Hill Week Social Media Campaign

We ask that you take an opportunity this week to highlight the advocacy work you are engaging in and share our Coalition's FY22 Appropriations Request Letter with your networks, to highlight our collective funding priorities and deep policy and advocacy engagement that is characteristic of the America Forward Coalition.

Some Relevant Hashtags:

#AmericaForwardHillWeek; #AmericaForward; #LetsMoveAmericaForward; #EarlyLearning

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Hill Week FAQs

Below are some frequently asked questions that have come up in the past before an appropriations Hill Week.

- If a question comes up during a meeting that I can't answer, how do I handle that?
- What if an office requests follow-up that is better handled by America Forward staff?
- What if a meeting has to be rescheduled? Or what if an office got back to us saying they can only meet after June 29?

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Q&A

Closing & Next Steps

- Register for our upcoming Hill Week events at http://www.americaforward.org/virtualhillweek2021/

- Reach out to Jon with any questions (jonathan_briggs@newprofit.org)

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