



# America Forward Advocacy Institute Training FY23 Virtual Appropriations Hill Week Training: Requesting Hill Meetings 101



Tuesday, May 24, 2022  
2:00 - 3:00 pm EDT

# Agenda

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- I. Overview of FY23 Virtual Appropriations Hill Week Journey and Outcomes
- II. Overview of Hill Week / Training Schedule
- III. Resource Spotlights
- IV. What is Top of Mind for Hill Staffers as You Request Meetings?
- V. How to Request Hill Meetings
- VI. Q&A
- VII. Closing and Next Steps

# Outcomes of Our FY23 Virtual Appropriations Hill Week Journey

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## 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 21-23  
<https://www.americaforward.org/virtualhillweek2022/>

*Technical assistance and feedback opportunities*

Meeting Kick Off

## Office Hour 1

Tuesday, June 14,  
10:30 - 11:30 am EDT



## Office Hour 2

Thursday, June 16,  
2:00 - 3:00 pm EDT



## Virtual Meetings with Congressional Offices

June 21-23

# Today's Training

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## Training 1

May 24,  
2:00 - 3:00 pm EDT



## Training 2

June 6,  
1:00 - 2:00 pm EDT

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**Approps 101 Training/Requesting  
Meetings Training**

**Effective Storytelling +  
Organizing Your Pitch**

# Training Recordings + Resources Located on Website

## America Forward Virtual Appropriations Week: June 21-23

<https://www.americaforward.org/virtualhillweek2022/>

### Virtual Hill Week & Training Programming & Registration

- Let us know if you plan to participate in our June Hill Week [HERE](#). Once you RSVP, we will reach out to share additional details and finalize your registration.
- May 24:** Advocacy Institute Training: Requesting Hill Meetings 101 [[Registration](#)]
- June 6:** Advocacy Institute Training: Effective Storytelling + Organizing Your Pitch [[Registration](#)]
- June 14, 10:30 – 11:30 a.m. EDT:** [Open Office Hour](#)
- June 16, 2:00 – 3:00 p.m. EDT:** [Open Office Hour](#)
- June 21–23: FY 23 VIRTUAL APPROPRIATIONS HILL WEEK**

[Click here](#) to complete our pre-training June Hill Week Survey.

<p>Step 2: Plan the order in which you will introduce yourselves, then introduce the America Forward Coalition, the FY23 virtual Hill week you are participating in and what you would like to achieve during the meeting.</p> <p>Name: _____</p> <p>Role: _____</p> <p>Phone: _____</p> <p>Email: _____</p>	<p>1. Be clear and concise.</p> <p>2. Share who you are / who your organization is.</p> <p>3. Paint a picture of the people or communities you serve.</p> <p>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.</p> <p>5. If your personal story, or a story of an individual you serve helps to segment the organization's story, share it.</p> <p>6. Know your story well! Write it down and practice.</p>	<p>7. 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 has upon you.</p> <p>8. 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.</p> <p>9. Know your story well! Write it down and practice.</p>
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### America Forward Resources:

The Honorable Russ Fulford  
Chairman  
House Appropriations Committee  
Room 530, The Capitol  
Washington, DC 20515

The Honorable Tim Genger  
Ranking Member  
House Appropriations Committee  
Room 530, The Capitol  
Washington, DC 20515

Dear Chairman Fulford, Vice Chairman Genger, Chairman DeSantis, and Ranking Member Genger:  
As Congress begins the fiscal year FY23 appropriations process, the America Forward Coalition urges you to consider efforts to fund the long-standing social and economic challenges exacerbated by the COVID-19 pandemic in the United States. We are pleased to have this opportunity to meet with you and share our vision for the future of America Forward.

\$250 million in funding increased organizational impact. America Forward utilizes social entrepreneurs with performance and advanced public policy expertise to foster economic growth, create jobs, and improve education, health, and equity, and to create a more just and equitable society.



The America Forward Coalition is a network of over 100 social entrepreneurs, researchers, and advocates working to create jobs, improve education, health, and equity, and to create a more just and equitable society. Our Coalition members are addressing immediate challenges in more than 10,000 communities nationwide, reaching the lives of 10 million Americans and jobs, and creating programs in health care and housing, education, workforce development, food security, and economic development. We are focused on addressing these challenges through innovative, national service, clinical justice efforts, and public health. Since 2017, America Forward.

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

- FY23 Appropriations Bills
  - Continuing Resolutions (CRs) likely to fund government operations until after the elections
- Midterm elections—All House members and One-Third of the Senators
- COVID Funding
- Ukraine War and other International Crises
- Reconciliation Bill Re-emerge
- Student Mental Health Legislation



# Hill Week Target List

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## America Forward's Recommendations will be 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 are leaders on 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](#)



# Who Will Request Meetings?

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**Participating Coalition member organizations will request meetings**

- This is a skill and relationship building opportunity!

**America Forward will coordinate meetings with the following Congressional Offices**

## **Senate**

- Sen. Patty Murray (D-WA)
- Sen. Roy Blunt (R-MO)
- Sen. Richard Burr (R-NC)

## **House of Representatives**

- Rep. Rosa DeLauro (D-CT)
- Rep. Tom Cole (R-OK)
- Rep. Bobby Scott (D-VA)
- Rep. Virginia Foxx (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 and availability as well as that of Hill staff
- Virtual meetings prove to be the most efficient tool!
  - Presents the opportunity to have multiple meetings during the day
  - Gives you an opportunity to have a focused conversation with the staffer
- Your whole team does not have to be on the same call
  - Split up, divide and conquer!
- Hill staff meetings are scheduled to be 30 minutes long but they can run over.
  - Schedule buffer time
  - We would not recommend scheduling multiple meetings back-to-back



# How to Reach out? Timing?

- By Email
- Make the initial outreach 2-3 weeks ahead of time (and not earlier than that)
- If you have not heard back in a few days, send a follow up email



# What to Include in Meeting Request?

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- A greeting
- Your name, title, organization name and a brief description of your organization
- A brief description of the America Forward Virtual FY23 Approps Hill Week
- Mention the purpose of the meeting: to discuss the Coalition's approps asks
- Share your team's availability and specify the timezone (Eastern)
- Mention that your team is happy to do a conference call or video call; whichever works best (and happy to set up if helpful)
- Brief "thanks" for consideration of the request

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





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## Virtual Meetings with Congressional Offices

June 21-23

# Closing & Next Steps

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- Register for our upcoming Hill Week events at:  
<https://www.americaforward.org/virtualhillweek2022/>
- Reach out to Jon with any questions  
(jonathan\_briggs@newprofit.org)

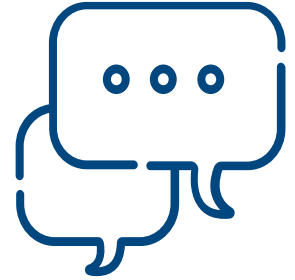
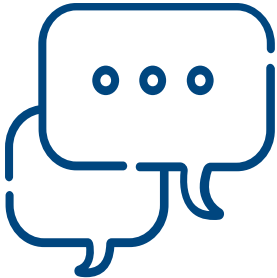




# Thanks!

Have additional questions?

America\_Forward@newprofit.org  
www.americaforward.org





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