



NATIONAL
ASSOCIATION *of*
REALTORS®

2022 Capitol Hill Day Checklist

Gathering the Troops

- Who will be attending?
- What districts are they connected to?
- Do they know any legislators or staff?

Preparing Your Advocates

- Have they advocated before? How comfortable are they with it?
- Do they understand the basic skills (know what they want, who they're talking to, how to talk to them and how to follow-up)?
- How will you be sure they gain those skills if needed?
- How will you gather the information you need to know about your legislators?
- How will you share that information with your FPC team (Conference call? Meeting?)

Creating the Stories and Messages

- Have you asked your team for compelling local anecdotes (helping people get a dream home, for example)?

- Have you consolidated local statistics and stories?
 - How many people have they worked with?
 - How many people do they employ?
 - How much money does the firm make (even rough numbers)
 - What charitable organizations in the district are they connected to?

On Site Coordination

- Have you reviewed the list of legislators and developed a specific message for each?
- Have you coordinated your group to be sure the right people are talking at the rights times during the meetings?
- Have you cross-matched specific advocates with specific legislators?
- Do you understand the stories people are prepared to tell and their relevancy to specific legislators?
- Have you prepared your group to be flexible (meetings in the hallways, for example)?

Follow-Up

- Have you developed a follow-up plan for each office (site visits, townhalls, local meetings)?
- Are you prepared to implement that plan?
- Have you set aside a time to write thank you notes?
- Have you established a system for feeding the information back to your team in DC?