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?
  o How many people have they worked with?
  o How many people do they employ?
  o How much money does the firm make (even rough numbers)
  o 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 right 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?