CAPITOL HILL DAY CHECKLIST

Gathering the Troops

- ☑ Who will be attending?
- ☑ What districts are they connected to?
- ☑ Do they know 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 are 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 and local anecdotes? (e.g. helping people get a dream home)
- ☑ Have you consolidated local statistics and stories?
  - How many people have you worked with?
  - How many people do they employ?
  - How much money does the firm make? (i.e. 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 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? (e.g. meetings in the hallways)

Follow-Up

- ☑ Have you developed a follow-up plan for each office? (e.g. 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?