

# ZERO

PROSTATE CANCER  
SUMMIT



**Advocacy Best Practices**

# EFFECTIVE ADVOCACY: THE BASICS

- Preparation
- Knowledge
- Meeting Execution Basics
- Educate and Ask
- Listen and report
- Follow-up
- Do's and Don'ts

## PREPARATION

- Know the who, what, when, and where for each office.
- Do your homework. Read and understand the materials and know what the content of the “Legislative Priorities” sheet and the “Dear Colleague” samples provided.
- Division of duties for groups.
- Remember to stay positive and friendly.

- The “talking points” of prostate cancer. History/importance of federal action.
- National needs – local impacts. Personal story matters most.
- Predict basic questions and have the answers ready.
- Know the script for the meeting.
- Member history and recent events?

# MEETING EXECUTION BASICS

- “Thank you for taking time to meet.”
- 1 minute self introduction – past contacts with the office and connections. Where you are from in the district/state.
- 1 minute overview of why you are here (Part of a nation-wide group of advocates)
- 1-2 minute personal story.
- Present materials folder and quickly mention the contents.
- 7-8 minute explanation of issues.
- Always stop – at any point – for questions. If no questions are asked, you should say, “Do you have any questions?”
- Never finish the meeting without making the “ask”.
- “Thank you.”

## EDUCATE AND ASK

- Education and requests are consistent themes of all Hill meetings. “Drinking from the fire hose.”
- Few true subject matter experts, particularly on House side. Staff rely on outside sources of education.
- Staff are principal advisors.
- **MAKE THE ASK!** It is always expected, regardless of the answer.

# LISTEN AND REPORT

- Don't do all the talking.
- Ask your own questions.
- Don't shoot from the hip when confronted with a question you cannot answer.
- Take notes if necessary.
- Report back to ensure follow-up is handled appropriately.

## FOLLOW-UP

- Offer to provide additional information.
- Remember to use “Thank you”.
- Get the staffer’s business card.
- Send a “thank you” email within a few days of your return home.
- The best advocacy is not a once-a-year proposition.
- Start a relationship.



## Do's

- Do be on time. 5 minutes early is on time.
- Do be polite, professional, and friendly.
- Do be concise and to the point.
- Do let them interrupt with questions.
- Do adhere to time limits they set.
- Do ask if they have questions.
- Do make sure you understand exactly what additional info is asked for.
- Do communicate by email in following up.

## Don'ts

- Don't forget to say “Thank you”
- Don't try to be completely comprehensive – hit the key points.
- Don't be negative.
- Don't overextend your welcome.
- Don't talk politics.

**Questions?**