

EFFECTIVE HILL VISITS

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You've Done Half the Work Already

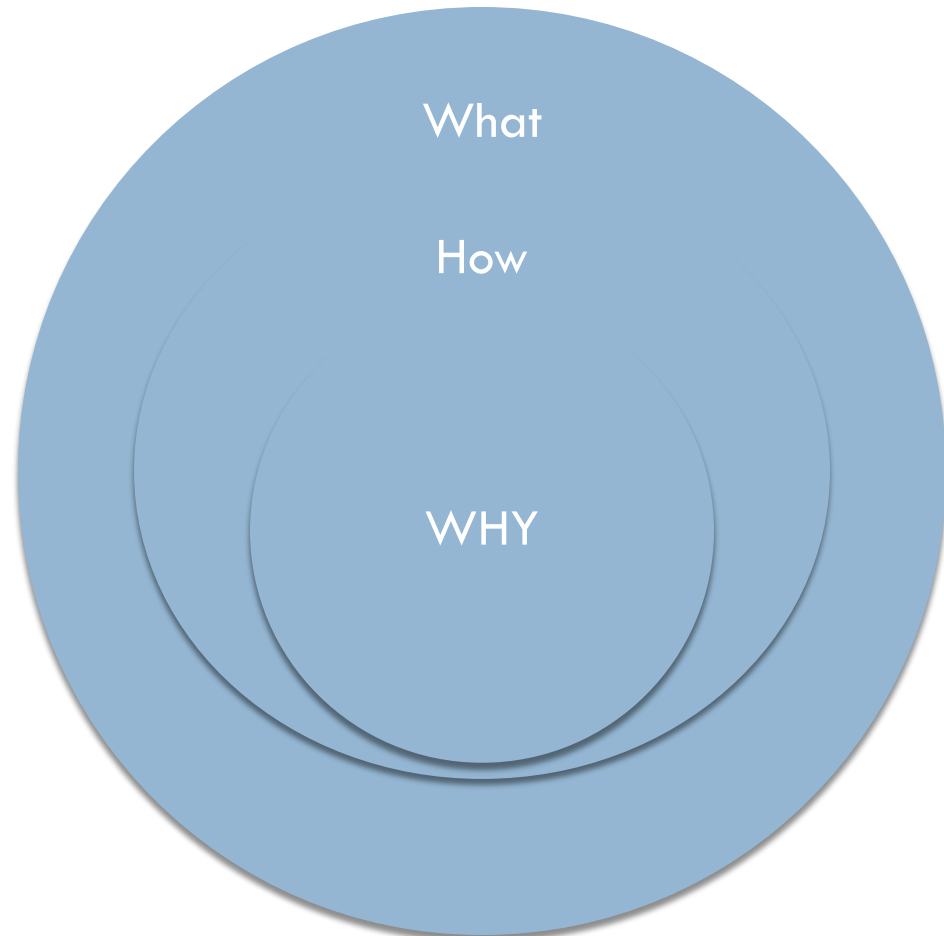
- You ARE here!
 - ▣ Visits are scheduled
 - ▣ Research has begun...and you will conduct more research tonight & tomorrow
- Now is the time to make this VISIT worthwhile.
- Some key factors to keep in mind

“The Golden Circle” by simon sinek

What...the ASK...what we are here for, what we want them to DO

How....vote, sign, listen, appropriate

WHY!!...this is the key. Why should they care, this is our story, our passion



How do we PREPARE for a Visit

Step 1

- Start with MORE research
 - ▣ Find out about their Voting History
 - ▣ Learn about the Committees they Serve on
 - ▣ Relatable facts
 - ▣ Support in past on these issues

- What can you ADD to the research
 - ▣ What are your hometown/community stories
 - ▣ How are lives being impacted

How do we PREPARE for a Visit

Step 2

- Craft your Message
 - ▣ You have short window of time to convey your message
 - ▣ READ:
 - Relate to the LA-- make a connection
 - Establish the Need-- this is the **story**, stats, information about the issue—the WHY
 - Ask for Solution—vote, sign, support, think about our message
 - Develop Commitment—summarize need & ASK, thank, and FOLLOW up

Example

Message

Step 3

Assign Your
Team to
ROLES....

- Welcome & Introductions (R)
 - ▣ Make connection with staff in offices
- WHO we are & WHY we are here (E)
 - ▣ Personal Story
 - ▣ Stats from your State or Community
 - ▣ Describe the Priority Areas
- THE ASK (A)
 - ▣ What we want them to do
- The Closing (D)
 - ▣ Summarize the WHY
 - ▣ Thank them
 - ▣ Follow up with Email or Letter

Hill Visits Etiquette

DO's

- Have a MAP of times/visits
- ARRIVE early
 - ▣ If late, call the office
- Know your ROLES
- Address the Front Office w/Respect

DO's

- Be confident
- Show passion
- Dress Professionally
 - ▣ COMFORTABLE shoes
- Create organized folders w/fact sheets, business cards

“Flippity Flop”

Don't

- ❑ Act unsure
- ❑ Be easily persuaded
- ❑ Be late
- ❑ Disagree or start an argument
- ❑ “Beat around the bush”...get right to your point

Don't

- ❑ Overwhelm w/too much data, fact sheets
- ❑ Use too many acronyms & jargon
- ❑ Wear new shoes
- ❑ Forget to snag a photo & business card

In Closing

Remember the WHY. The Passion. The Reason You Want a Career in Health Education. The Stories from Home. The Humans.

What & How are easier...the facts/the ask

They will hear and remember the WHY.