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ADVOCACY: STRATEGIES FOR SUCCESS



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SCHEDULING A SUCCESSFUL MEETING

WHO

Represents you in your state and district?

DECIDE

How many meetings you can accomplish during your visit.

FOCUS

On members who will be most receptive to your requests initially.





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BEFORE YOU MAKE THE CALL

RESEARCH

Do a little community research.

CONNECT

Do you have any personal connections to your member?

NETWORK

Do you have any family or friends who know or work for your member?





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MAKING THE APPOINTMENT

ASK

To speak with the Health Liaison (LA).

ASK

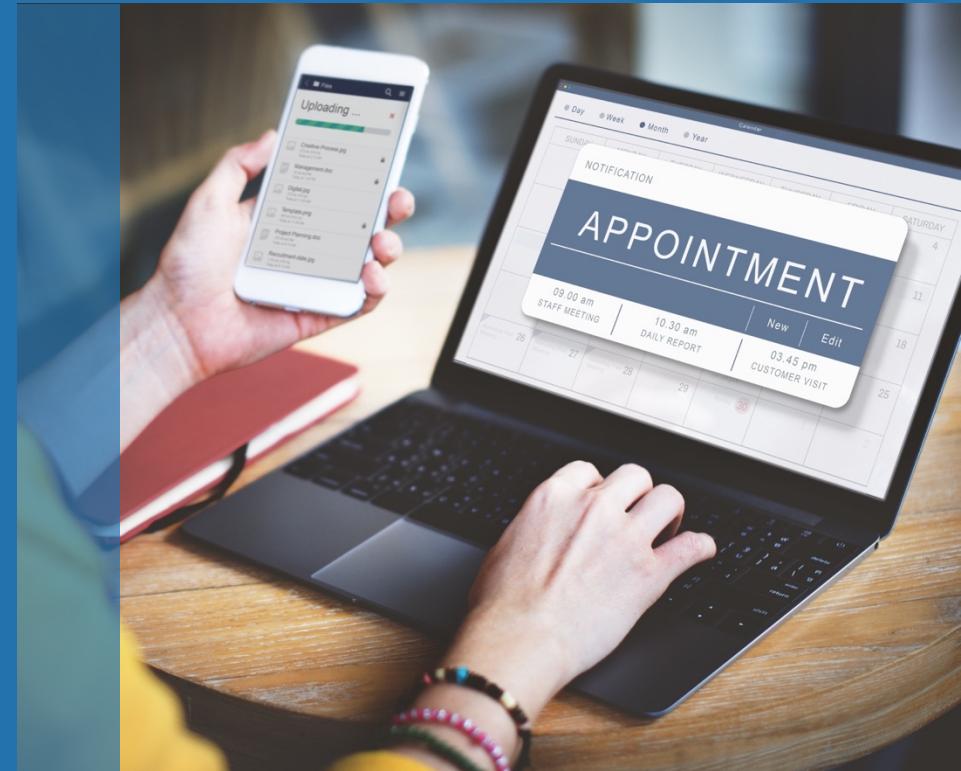
For a meeting with your member.

IF

They are not available meet with the LA.

REMEMBER

To be sure to THANK them for their time!





FOLLOW UP

SEND

A follow-up letter confirming your meeting.

INCLUDE

Information about your group and the reason for the meeting and a brief agenda as to what will be discussed.

CLOSE

With a sincere thank you for making the visit possible.





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PREPARING FOR THE MEETING

WHAT

Are their views and what issues matter to them the most?

HOW

Have they voted in the past?

GO

To vote-smart.org

REMEMBER

All politics is local. Be sure to include how this issue impacts your state and their constituents.





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ORGANIZING YOUR GROUP

INTIMATE

Keep it small, no more than 5 people.

FOCUS

Develop talking points to keep the meeting focused.

LEAD

Decide on the groups spokesperson to lead the discussion and keep the meeting on track.





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ORGANIZING YOUR PRESENTATION

MESSAGE

Develop your message around your “ask.”

AGENDA

Create an agenda for the meeting.

TIMING

Most meetings are 30 minutes, so keep your presentation to 20 minutes.

WRAP-UP

Be sure to leave time for questions and informal discussion.





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WHAT TO BRING

MARKETING MATERIALS

Brochures, fact sheets, articles and handouts organized in a folder for both the LA and member.

BUSINESS CARDS + PAPER

Be sure to have a note pad and business cards available.

PHOTOS

Ask to take a picture with your representative.





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BEFORE THE MEETING

BE SEEN

Secure media coverage for your visit.

GET NOTED

Send out a local press release.

CONFIRM

Call the day before to confirm and get directions.

PUNCTUALITY

Arrive early and be gracious.





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ATTENDING THE MEETING

INTRODUCTIONS

Introduce yourself, team and your member.

SHARE

Share personal story.

TALKING POINTS

Present talking points and be prepared to answer questions.

FOLLOW-UP

Ask how to best follow-up on the issue.





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AFTER THE MEETING

SUMMARIZE

Send a thank-you letter summarizing the meeting and next steps.

CULTIVATE

Maintain your relationship with the member or LA.

STAY IN TOUCH

Add them to your mailing list and keep them current on your issue.

COMMIT

Try to attend local events for your member to show your commitment.





THANK YOU and KEEP IN TOUCH



Robert F. Kennedy, Jr.

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