



## Legislative Messaging Dos & Don'ts *Checklist*

---

By personally engaging with elected officials, you are helping them see how an issue could affect you or individuals you represent.

As you meet with your elected officials, explain the issue in a concise manner and bring with you materials you can leave behind that will serve as a reminder for them after you have left. Explain how a legislative issue affects you. How have you been impacted? How might those you represent be affected by the proposed legislation? Elected officials want to get to know you, and your personal story often has the greatest potential to make a difference.

---

- **DO identify yourself, your role, where you are from, and the purpose of your visit.** Also, thank them for their public service.
- **DO address the elected official as Senator or Representative.**
- **DO leave your card with the elected official and the staff you visit.**
- **DO offer to wait, if it will not affect another appointment, or come back if it seems better.**
- **DON'T insist on your position.** You are providing information to help them make their own decision. Provide your own rationale for your position and answer any questions you are able to answer.
- **DON'T offer criticism of other persons or organizations.** If you have to identify possible opposition, do so with respect for the reasons they may have.
- **DON'T answer a question that you are not sure of;** instead, offer to follow-up with them at a later time.
- **DO make a note of any issues or concerns raised by the legislator or staff so you can follow up with them and provide them with relevant information if necessary.**
- **DO end the meeting by thanking them for taking time out of their busy schedule to hear your concerns.**
- **DO ask them for a photo.** This is wonderful content for you to share with others back home.
- **DO recognize them publicly (on social media) and thank them for taking the time to listen.** Be sure to tag them and use any official campaign hashtags.



## PERSONALIZED CONSIDERATIONS

### IDENTIFY YOUR TARGETS:

The following are elected officials from my area, or in a leadership role, that I can reach out to and educate on my issue:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### THINK IN ADVANCE:

The following is a list of questions elected officials may have about my issue that I should be prepared to answer when I meet with them:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The following are facts/figures and resources I should have in advance of my meetings with elected officials to best help them understand my position on an issue:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The following are partners/additional voices (who share my perspective) I should encourage to meet with the same elected officials:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_