

ADVOCACY DO'S AND DON'Ts

Do...

Build a relationship – stay in touch, invite the member of Congress to events on your campus.

Provide reliable, concise information.

Show local impact with data and anecdotes.

Keep it short – 5-10 minute visits; one-page letters.

Focus on a single issue.

Make a specific, reasonable request.

Recruit others to support your cause.

Say thanks.

Don't...

Ask for help at the last minute (unless you've done the do's).

Provide voluminous materials.

Assume your audience understands your problem or your jargon.

Assume meeting with a staffer isn't worthwhile – That's often where the work gets done.

Make vague requests.

Assume that losing once means you'll lose always; successful advocacy can change the politics of an issue.