

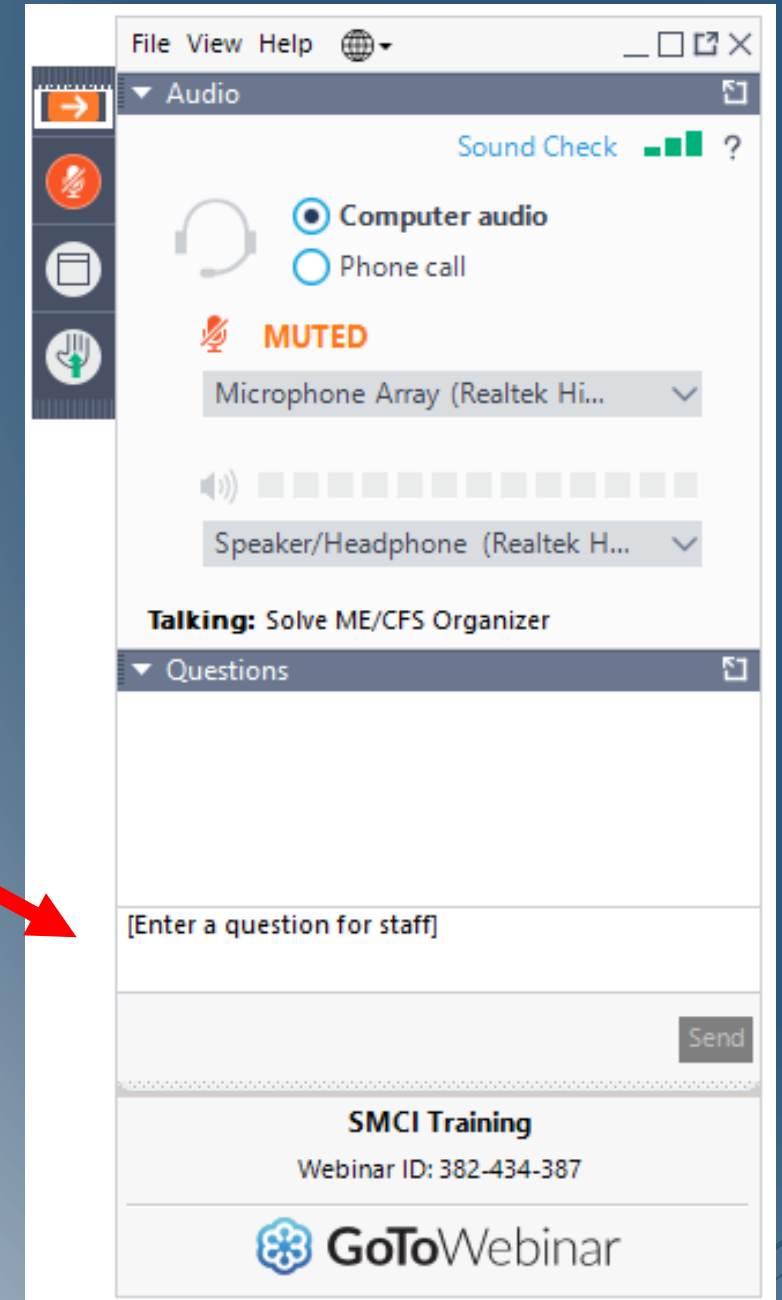
SOLVE ME/CFS AND #MEACTION
ADVOCACY WEEK
APRIL 1-7, 2019

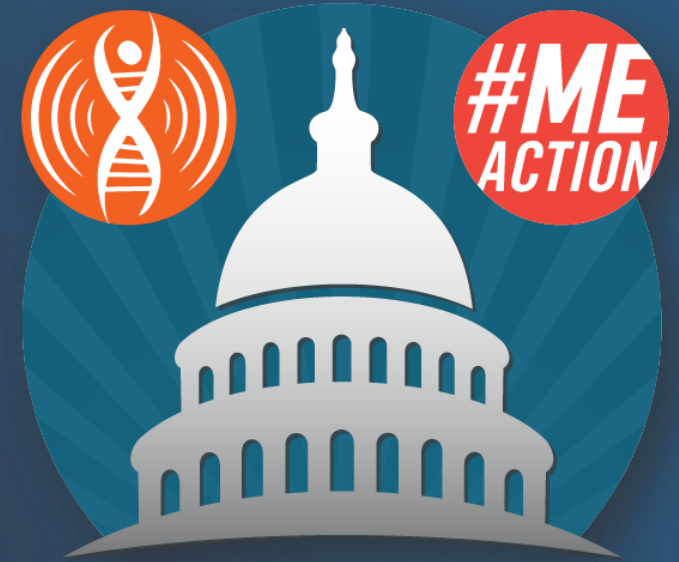
BEST PRACTICES FOR A SUCCESSFUL ADVOCACY MEETING

WEDNESDAY, MARCH 13, 2019 | 1:00PM ET

ABOUT THE WEBINAR

- THE AUDIENCE IS MUTED; USE THE QUESTION BOX TO SEND US QUESTIONS.
- WEBINARS ARE RECORDED AND THE RECORDING IS MADE AVAILABLE ON OUR YOUTUBE CHANNELS
 - <http://youtube.com/SolveCFS>
 - <http://bit.ly/meactionyoutube>
- WE WILL ANSWER AS MANY QUESTIONS AS WE CAN. IF YOUR QUESTION IS NOT ANSWERED, PLEASE E-MAIL IT TO:
MEADVWEEK19@GMAIL.COM
- RECORDING WILL BEGIN ON THE NEXT SLIDE





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BEST PRACTICES FOR A SUCCESSFUL ADVOCACY MEETING

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About Us



Emily Taylor, Director of Advocacy
and Community Relations
Solve ME/CFS Initiative

*M.A. American Politics, Claremont
Graduate University*

With over 15 years of policy and advocacy experience in both the non-profit and government sectors, Emily draws inspiration from her mother who has battled ME and chronic autoimmune conditions since 1999.



Erin Roediger, MA
U.S. Advocacy Manager
#MEAction

Having worked in the non-profit field for over 15 years + work on multiple electoral campaigns, Erin looks forward to utilizing her grassroots organizing experience to make a difference in the lives of people with ME.

Today's Agenda: What makes a good meeting?



Meeting Targets

General overview of the Congressional Office



Tell your Story

Turn your experiences and passion into change



Getting Prepared

Tips and Tricks to prepare for your meeting.



Best Practices

How to get the most out of your meeting



Sample Meeting

Let's walk through a sample meeting outline together

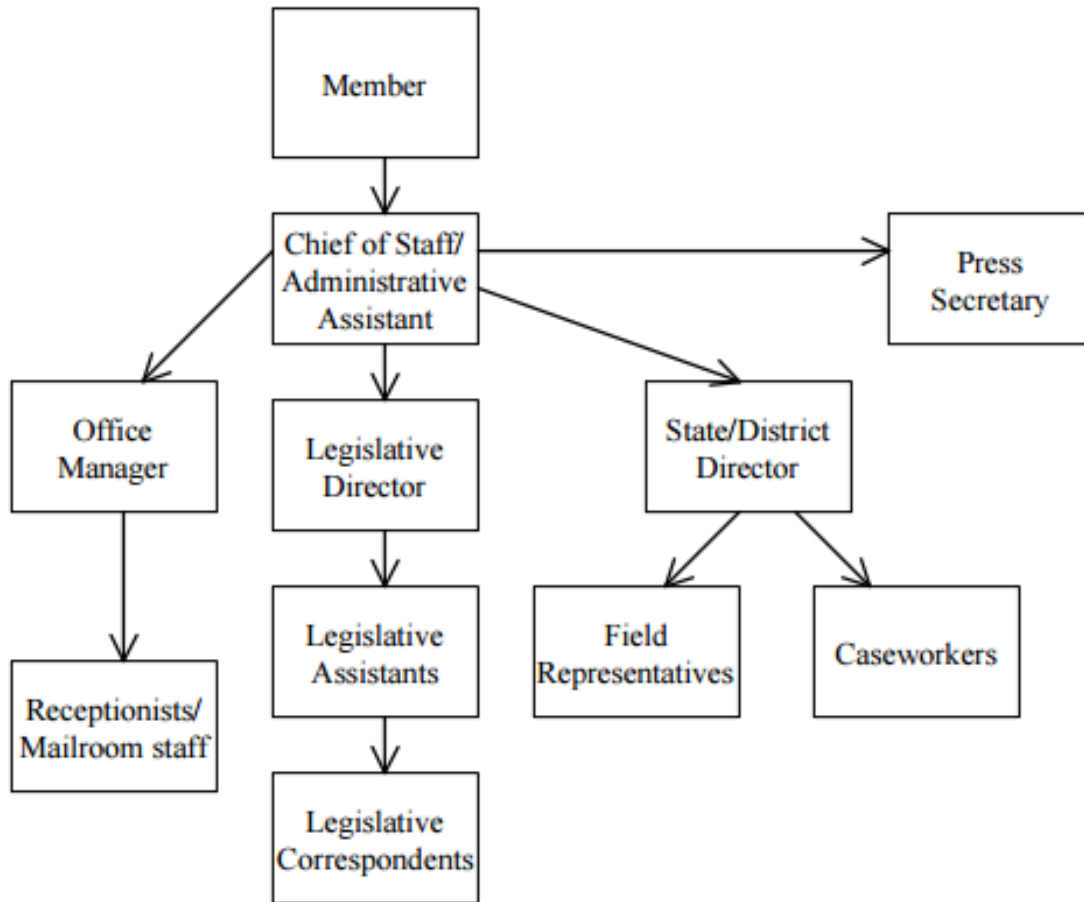
MEETING TARGETS

GENERAL OVERVIEW OF THE
CONGRESSIONAL OFFICE

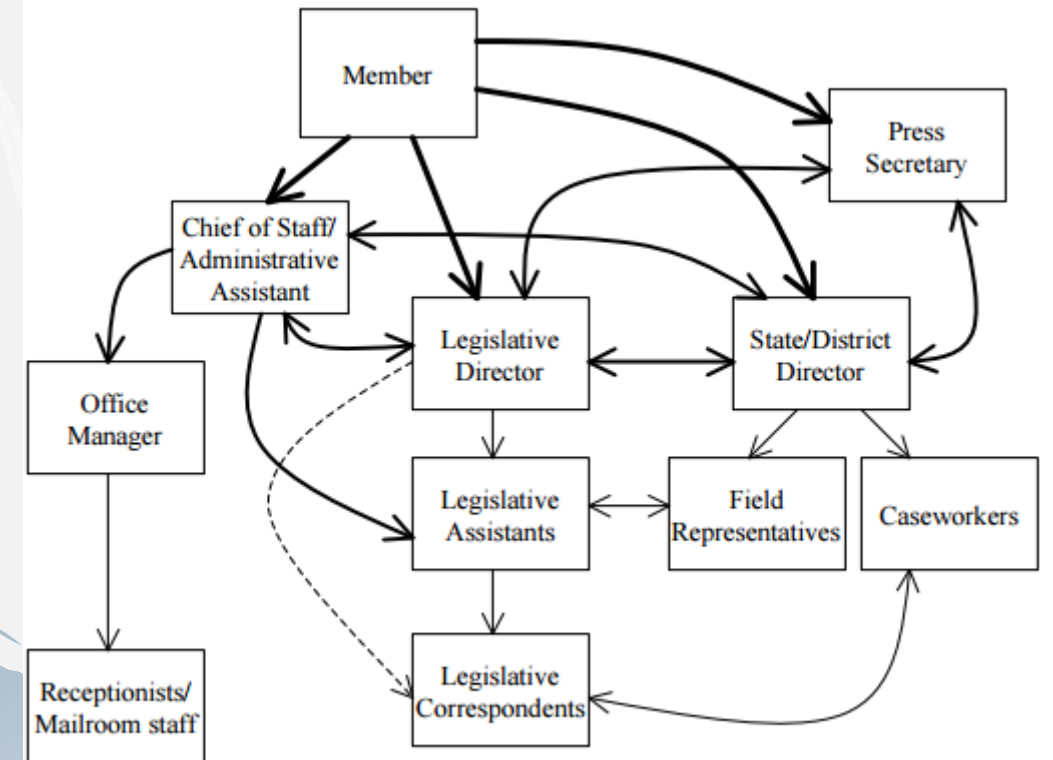


The Congressional Office

Congressional Staff Structure



Congressional Staff Reality





Young

Average congressional staffer is under 32 years old



Connected

Congressional jobs are largely based on who you know rather than what you know



New

18.5 percent of House staffers vacate their office in a given year

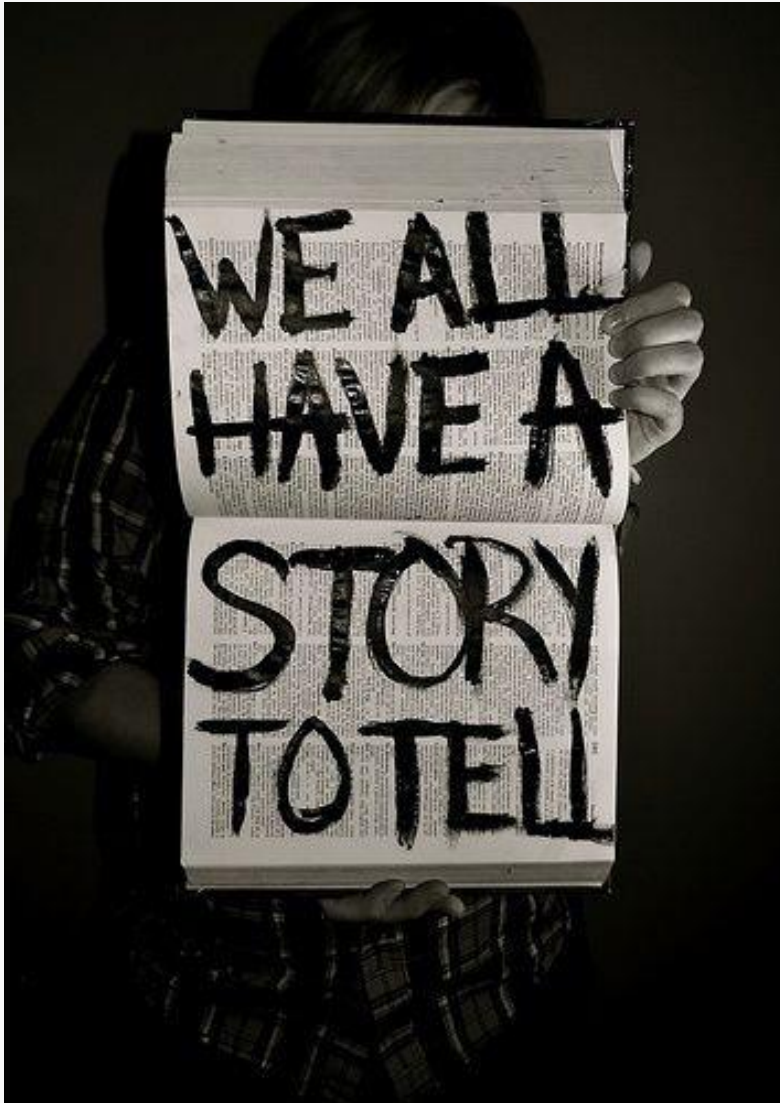
Who are Congressional staff?

You may be surprised!

TIPS ON HOW TO TELL YOUR STORY

CRAFT AN EFFECTIVE STORY TO INCITE
ACTION





Stories:

- Draw on our emotions & show our values in action
- Help us feel what matters, rather than just thinking about or telling others what matters.
- Stories allow us to express our values not as abstract principles, but as lived experience, they have the power to move others.

When Crafting Your Story focus On These Three Parts:

1. Challenge: What is your journey with ME/CFS(personal, care giver, advocate)—is there a particular moment that stands out?
2. Advocate Decision: Why did you decided to become an advocate for ME/CFS?
3. Action/Ask: What action are you looking for the other person to take?

Reminder: Your story should only be about 2-3 minutes.

GETTING PREPARED

TIPS AND TRICKS TO PREPARE FOR YOUR
MEETING.



How to Prepare for your Meeting

1. Practice your Story
2. Before the meeting, gather with your group, to discuss who will do what during the meeting
 - Who is leading the intro?
 - Who is sharing their story? How many people will share their story?
 - Who is making the asks?
 - Who is taking notes/gather business cards?
3. Review the handouts you will be giving to staff (or if you are attending local district office--make sure to print them out)
4. Review the asks to make sure you know what to specifically ask for



MEETING BEST PRACTICES

HOW TO GET THE MOST OUT OF YOUR MEETING



About your meeting....

It's ok to be nervous!

(especially if it's your first meeting)



Read the materials

(if you can)



Relax

(You don't have to be an expert)



Best practices: During your meeting

- Be positive
- Listen
- Take notes
- Ask questions

Insider Tips and Tricks:

- Correct with Kindness
- Make eye contact
- Jeopardy rules
- Make it personal
- You don't have to have all the answers
- If you forget where you're at, refer to your packets or cheat sheet

SAMPLE MEETING

LET'S WALK THROUGH A SAMPLE MEETING
OUTLINE TOGETHER



A Sample Meeting

25 minutes

The Welcome

- Shake hands, make eye contact
- Exchange business cards (if you have them), accept the staff member's business card
- Staff will usually let you begin first. Don't feel rushed to start talking immediately.
- Take your time to get settled and comfortable – place your notes where you need them, get your pen and paper ready (etc).

Say thanks for the meeting / make small talk

– 2 minutes

Introduce yourself and share your connection (constituent)

– 3 minutes

Others introduce themselves and connections

– 3 minutes

A Sample Meeting

25 minutes

Let's talk....

- Remember your storytelling tips
- Refer to the local area/district
- Feel free to ask questions!

Lead question – 5 minutes

- “Are you familiar with ME/CFS?”
- “Have you met with constituents about ME/CFS before?”
- “Do you know someone with a chronic illness?”
- “What about ME/CFS do you think connects with Rep. XX?” (if member has taken action before)

Story-time! – 10 minutes

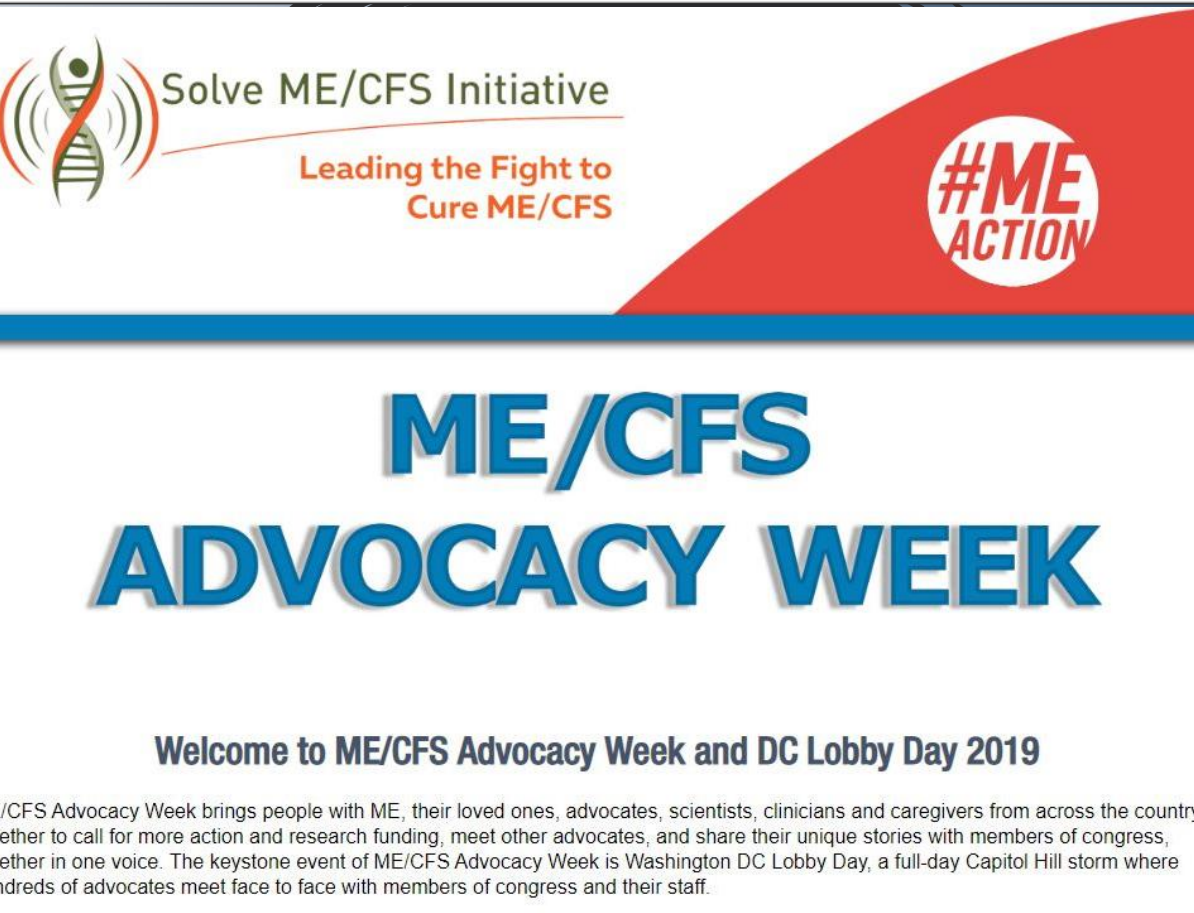
- Make an emotional connection
- Make it personal
- Link to small talk/connection

The Asks – 5 minutes


- Refer to the packets and contact info

QUESTIONS?

Next Webinar



The banner features a DNA helix logo on the left, a red diagonal stripe with the #ME ACTION logo on the right, and the main title 'ME/CFS ADVOCACY WEEK' in large blue letters. Below the title is a welcome message and a paragraph of text.

 Solve ME/CFS Initiative
Leading the Fight to
Cure ME/CFS

**#ME
ACTION**

ME/CFS ADVOCACY WEEK

Welcome to ME/CFS Advocacy Week and DC Lobby Day 2019

ME/CFS Advocacy Week brings people with ME, their loved ones, advocates, scientists, clinicians and caregivers from across the country together to call for more action and research funding, meet other advocates, and share their unique stories with members of congress, either in one voice. The keystone event of ME/CFS Advocacy Week is Washington DC Lobby Day, a full-day Capitol Hill storm where hundreds of advocates meet face to face with members of congress and their staff.

ME/CFS Advocacy Week Online Training Part 2: Welcome to DC: #CongressFight4ME

*Wednesday, March 27, 2019
1:00 PM - 2:00 PM EDT//10:00 AM -
11:00 AM PDT*

Solve ME/CFS Initiative and #MEAction present an online workshop to walk you through joining us in Washington DC for ME/CFS Advocacy Week & Lobby Day, step-by-step.

Register at:
www.MEAdvocacyWeek.com