


Tutorial



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 National Council of State
Directors of Adult Education

**Before, During & After:
Strategies for a Legislative Briefing**
Kristin Hempel, Associate Director of Adult Programs, EASTCONN
Willimantic, CT

Building relationships with local, state and federal elected officials and their offices is a smart strategy to help them understand the value of adult education.

This quick tutorial offers key strategies to consider before, during and after your visit.



“Before” Strategies

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- Make an appointment! [Click here](#) to find your local, state or federal elected officials.
- Review the **legislators' bios** to review voting records and top priorities. How do these interests **align with adult education**?
- Develop your **messaging** based on your association's guidance (3-4 Key Points). [Click here](#) for the most recent examples, and align the interests of the legislator to the talking points.
- **Know your “ask”**. In our latest campaign, the ask is to fund adult education at the \$649M level as called for in the Workforce Innovation and Opportunity Act which was enacted in 2014.
- Bring **data points** that demonstrates the need for adult education based on the legislator's district/territory. [Click here](#) for an example.
- Prepare a **fact sheet** leave behind. [Click here](#) for an example.
- **Confirm** your appointment & number of attendees



“Arrival” Strategies

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- Dress for success
- Arrive early
- Wear a name tag (right side if possible)
- Treat staff “like diamonds” while being genuine
 - ✓ Introduce yourself & your organization
 - ✓ Get to know them
 - ✓ Collect staff business cards, give them yours



“During” Strategies

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- Introduce yourself & your organization
- Let them know if you're a constituent
- Thank them for their time
- Pay attention to time, staying on message but responding to any opportunities that arise
- Listen, asking questions to identify those points of partnership and collaboration
- Focus on issues, not political parties
- Be honest & genuine: offer to follow up if you don't know the answer
- Relay your key message points
- Share success stories & results
- Make your ask



“Post” Strategies

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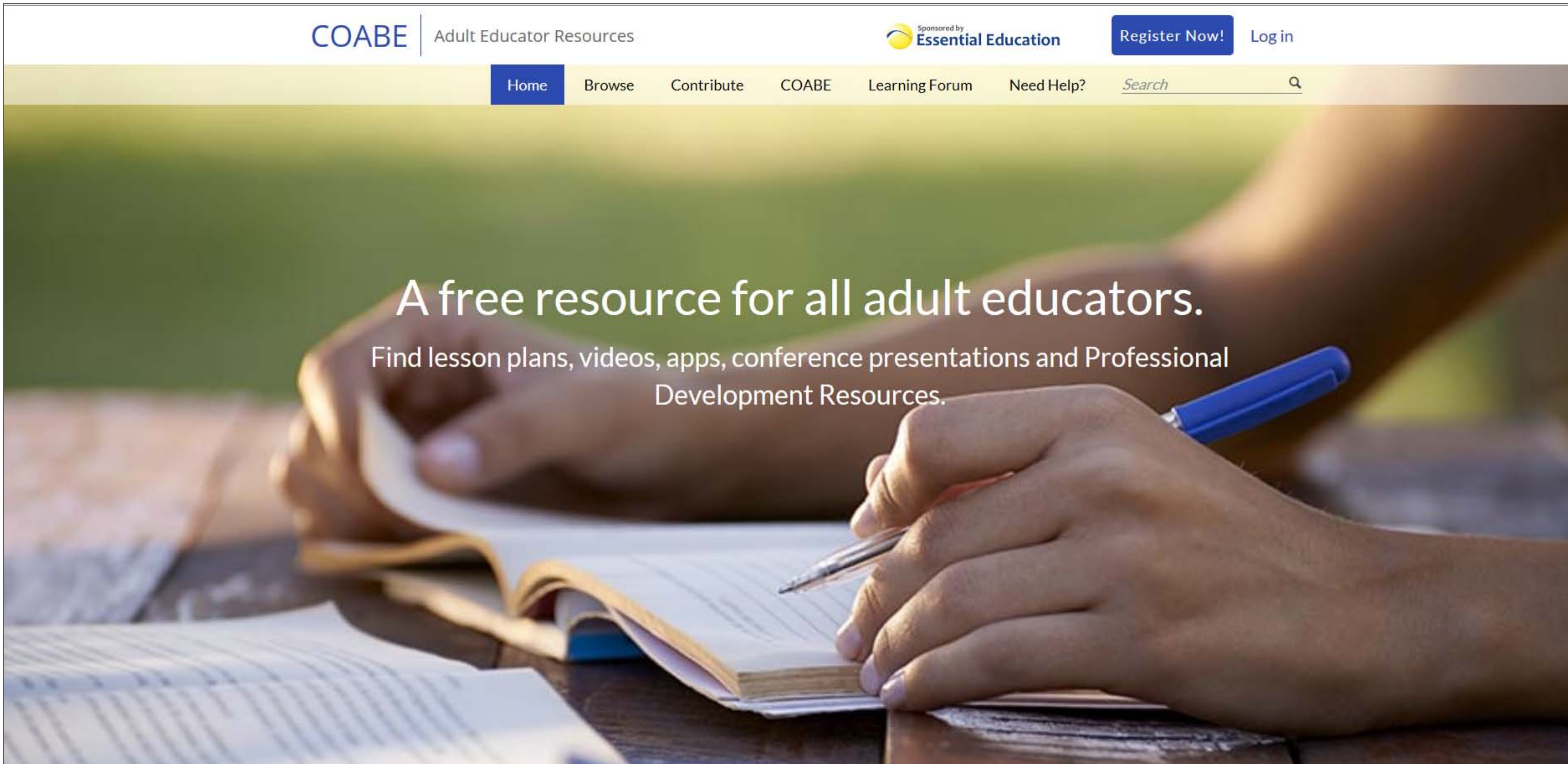
- At the conclusion of the meeting provide “leave behinds”: business cards; fact sheets; data sheet of results; short summaries of successes
- Write & send thank you notes within 2 days post meeting and include a link to the [Campaign Video](#)
- Follow up on questions asked at the meeting
- Record your visit on the [COABE tracking tool](#)
- Connect with those you met on LinkedIn
- Follow and Like their social media accounts



Thank you!

Check out our Learning Forum

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- Tools & Resources
- Discussion Posts
- Peer-to-Peer Learning
- Get your Questions Answered

<https://adulthoodresource.coabe.org/>



Adult Education Campaign

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