Before, During & After: Strategies for a Legislative Briefing

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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

- 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

- 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

- 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

- 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

A free resource for all adult educators.
Find lesson plans, videos, apps, conference presentations and Professional Development Resources.

https://adultedresource.coabe.org/