

Successful Advocacy

Virtual Hill Meetings 101

- Could be phone or video call
 - Generally 30 minutes
 - Please leave a buffer between meetings, in case meetings go long
- Usually with staffer
- Meeting may start late or get shifted
 - Please be early!



Typical Meeting Flow

Intros	NCAN + All on Call
Opening	Why I Am / We Are Here Today
Ask 1	Short Pitch (use story + data)
Ask 2	Short Pitch (use story + data)
Closing	Restate Asks
Q&A	At End or Throughout



Pro-tips for Virtual Advocacy Success

- Prepare for success!
- Make a plan and assign roles
 - Group introduction
 - Introduction order
 - Speaker by topic
 - Closing
- Coordination is key



Remember: You're an expert with a story to tell!



Clearly And Concisely Communicate student's story and/or your organization's story



Paint A Picture of the individual themselves, peers they represent OR types of partners and students served



Communicate The Impact of the issue on individuals OR your organization's impact on students served



Highlight Data And/Or Research That Makes stories and issues faced come alive OR which guide organization's work



Memorable And Compelling Pitch