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

<table>
<thead>
<tr>
<th>Intros</th>
<th>NCAN + All on Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening</td>
<td>Why I Am / We Are Here Today</td>
</tr>
<tr>
<td>Ask 1</td>
<td>Short Pitch (use story + data)</td>
</tr>
<tr>
<td>Ask 2</td>
<td>Short Pitch (use story + data)</td>
</tr>
<tr>
<td>Closing</td>
<td>Restate Asks</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>At End or Throughout</td>
</tr>
</tbody>
</table>
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