



Advocacy Action Steps

Talking Points

Plan what you want to accomplish

- Your message should be short, sweet, and to the point.
- To help you organize your thoughts, try to explain your message in about 30 words.

Prepare and outline presentation beforehand

- Outline points to support your 30-word message.
- Be brief and concise.
- Personalize whenever possible, appropriate.
- Practice. Be flexible and adaptable, but make your point.

Control your presentation. Don't get sidetracked.

- State your position politely.
- Don't argue or be confrontational.

Close the interview when your message has been delivered or you've accomplished all you can.

- When you said everything you came to say and answered any questions, close the meeting by repeating your message.

Thank the legislator for their time/interest.

- If they support your issue – thank them!
- If they oppose or are negative, ask them to keep an open mind