

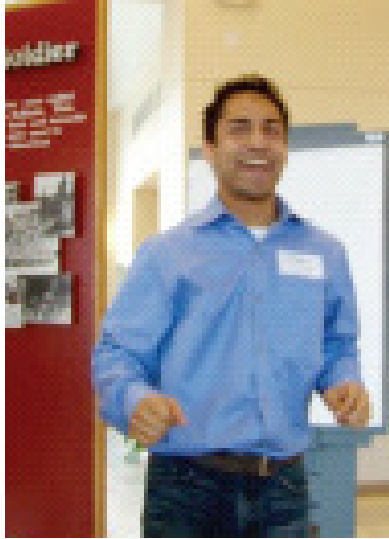
Holding Elected Officials Accountable



March 6th 2007

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candidate or candidate's committee.

Tonight's Trainers



Arshad Hasan
Democracy for America
Training Director
DFA Night School Host

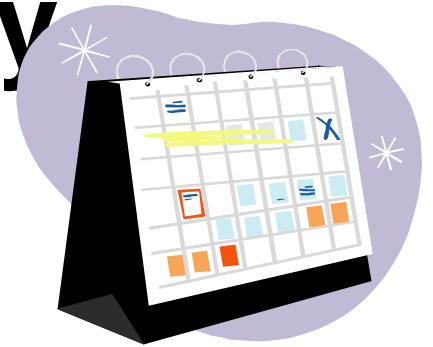


Tom Swan
Executive Director,
Connecticut Citizen
Action

2 Questions? Email training@democracyforamerica.com



Democracy is everyday not just election day



- Our elected officials work for us. We hired them, we pay their salary, we can fire them
- Citizen lobbying is how we ask them to do their job

3 Questions? Email training@democracyforamerica.com



It works!

- Arctic Wildlife Refuge
 - Citizen groups fought successfully against Big Oil and other interests to block drilling in the refuge.
- Social Security
 - Pressure from citizen groups blocked Bush's plan to privatize Social Security



4 Questions? Email training@democracyforamerica.com



Goals of this session

- **Learn how to get effective action from your elected official**
- **Learn how to plan, execute, and follow up on a constituent meeting with an elected official**

5

Questions? Email training@democracyforamerica.com



We All Have Issues



Education



Iraq War



Jobs



Health Care

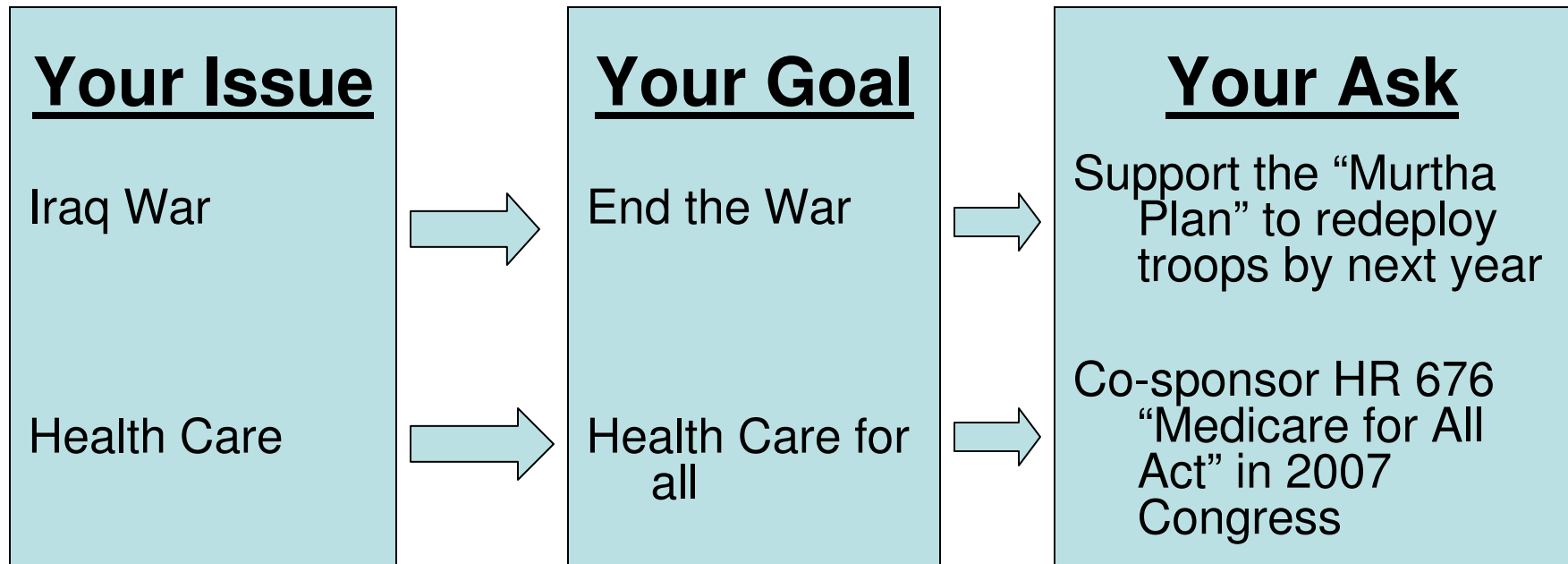


Environment

6 Questions? Email training@democracyforamerica.com



Tangible Goals, Specific Asks



Ask for one simple thing

7

Questions? Email training@democracyforamerica.com



Target Relevant Decision Makers

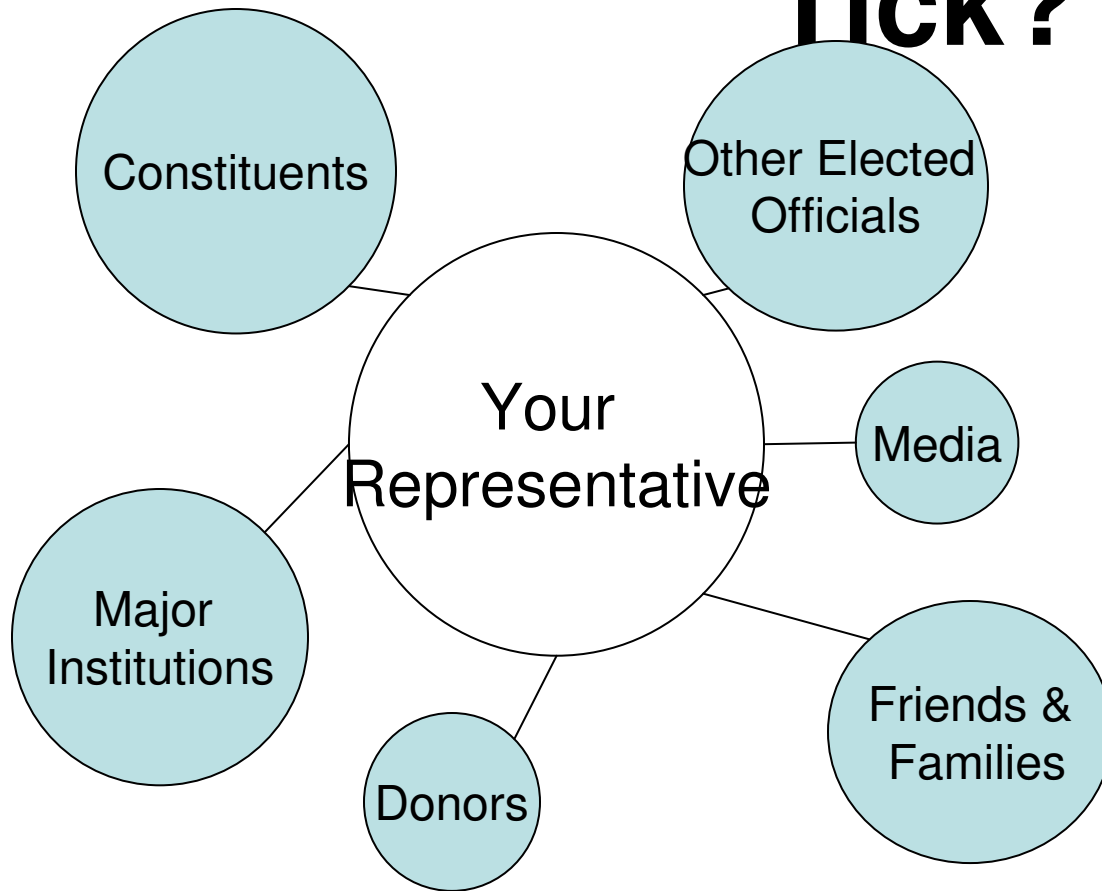
- Who makes the decisions?
- What impact do these people have?
- What access do you have?
- Prioritize!



8 Questions? Email training@democracyforamerica.com



What Makes Your Target Tick?



Who influences your target?

What issues are important to your target?

9 Questions? Email training@democracyforamerica.com



One Target, Many Tactics

- Master one, move on to the next
- Layered Communication
- Our Focus Tonight:
The Constituent Meeting

Tactics

Emails

Petitions

Demonstrations

Phone calls

Letters

**Local media &
Letters to the
editor**

**Town Halls and
Meetings**

10 Questions? Email training@democracyforamerica.com



Choosing and Layering Your Tactics

- Prove that constituents care
- Prep or follow up the meeting with another tactic
- Necessary when elected officials are on the fence or leaning against you on an issue

11 Questions? Email training@democracyforamerica.com



Scheduling to Meet Your Representative

- At the Capitol or in the district?
- With a staffer or with the elected official?
 - <<Congressional Staff Roles PDF link>>
- Schedule meeting in advance
- Confirm, confirm, confirm.
- Expect a brief meeting



12 Questions? Email training@democracyforamerica.com



Preparing For Your Meeting

- Know the issue
 - All politics is local
 - Stake holders
 - Your Representative's view on the issue
- Know the solutions
 - Prepare a specific and direct ask
 - Anticipate reactions
- Role play the meeting

13 Questions? Email training@democracyforamerica.com



Having Your Meeting

1) Introduce yourself

Introduce everyone and where they are from. State your purpose for being there.

2) Tell your stories

Speak from the heart, but be brief

3) Stick to the facts

4) Don't leave without asking!

5) Follow through

Listen to the official's answer, respond and work out a plan to follow up.

14 Questions? Email training@democracyforamerica.com



After the Meeting

- Thank them
- Get the word out
- Follow up as planned
- Maintain the relationship

THANK YOU



15 Questions? Email training@democracyforamerica.com



Homework

- Find a DFA-link event near you
http://www.dfalink.com/search_groups.php
<<create short-link>>
- Plan a constituent meeting on the issue of your choice

16 Questions? Email training@democracyforamerica.com



What's next?

Join us for the next two sessions...

Building Progressive Coalitions <<insert link>>

Tuesday, March 13th – [SEIU person???

Anyone Can Run <<insert link>>

Tuesday, March 20th – Rep. Elesha Gayman (IA), Rep. Maria Chappelle-Nadal (MO)

Get in on the discussion – *The Night School Blog:*

www.dfalink.com/nightschool

17 Questions? Email training@democracyforamerica.com



Thank you for joining us!

Learn more about the DFA Training Academy at:
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18 Questions? Email training@democracyforamerica.com

