



CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT
A project of the American Heart Association.

CAPITOL INFORMATION & EDUCATION DAYS

May 8-9, 2023



INSTRUCTIONS FOR LEGISLATIVE MEETING LEADS

SCHEDULE A PLANNING MEETING WITH YOUR TEAM

Find a time that will work for your team to meet during the week of May 1st or before. We will send you the roster of attendees to invite. You should be able to accomplish your planning in a 45-minute meeting as long as you can keep your group focused on the tasks listed below.

Prior to your planning meeting, send out the meeting link and include links to the How to Conduct an Effective Legislative Meeting video, Tips for Having an Effective Legislative Visit, and the Internal Talking Points. Please remind your team to view the video and review the two documents before your planning meeting.

MEET WITH YOUR TEAM

During your planning meeting, review the Hook Line and Sinker format described in the Tips for Having an Effective Legislative Meeting document. Then lead your group to make the following decisions:

- * What each participant will say during their HOOK (brief introduction)
- * Which participants will deliver their LINE (personal story or local data)
- * Which participant will deliver the SINKER (the ASK)
- * Which participant will be a note-taker

Then, Practice the meeting! Coach each person on their HOOK, the identified speakers on their LINE, and the identified speaker on their SINKER. Each speaker should be concise so that the meeting can be completed in no more than ten minutes.

Pick a time for a quick debrief with the team after I & E Days and send them a new Zoom link for that meeting.

HOLD A DEBRIEF WITH YOUR TEAM

While the meeting is still fresh in everyone's mind, hold a quick debrief to review the notes and see if any of the other participants have insights into the decision maker's response to the Ask that you can add to the notes. Decide which participant will fill out and submit the Legislative Feedback Form to The Center. Decide who will provide any needed follow up to the legislator's office and remind ALL participants to promptly send a thank you email or handwritten note.

Thank you for agreeing to serve as a Legislative Meeting Lead to help ensure that the meeting you have with your Assembly Member and/or Senator is successful!

We appreciate your leadership and ensuring that you and your team have an enjoyable and successful meeting!

CONTACT: Lori Bremner at lori.bremner@heart.org • 707.363.1263