

What to Expect During Advocacy Day

Arrive on time:

- Plan for realistic travel time between appointments.
- If you're entering a new building, give your group some time to go through security at the building.

Entering the office:

- Introduce yourself to the front desk of the office and let them know who you are there to meet with.
- You may have to wait while they inform the staff person that you have arrived. This is the perfect time to send a tweet or take a selfie!

The appointment:

- Take the time to introduce every member of your group to the staffer you're meeting with. If you have business cards, feel free to bring them! Even if not, make sure to get *their* business card so that you can easily follow up from the meeting and maintain the relationship.
- Walk the staff person through the relevant handouts included in your folder, being sure to point out the state breastfeeding report and the fact sheets for the topics you will be discussing during the meeting.
- Answer any questions they have the best you can. If there are any questions you and your group can't answer, don't worry. Simply let them know that you are unsure but will find out and get back to them after the meeting. Following up is a great way to magnify your impact and build rapport!
- Remember, you do not need to be a policy expert to make a difference for breastfeeding families. Taking the time to travel to Capitol hill to talk about an issue you care about leaves a BIG impression on Congressional offices!
- At the end of the meeting, thank them for their time and attention, and promise to follow up by email. After the event, USBC will share an easy to use tool to help you follow up from your appointment and send electronic versions of all of the materials in your folder.