Communication Tips for Maximizing Hill Meetings

Advocacy Resources

- As you prepare to meet with your members of Congress, take advantage of the resources — information and fact sheets, talking points, FAQs — you will find in NCSHA’s Advocacy Materials Center online and in the Registration Area during the Legislative Conference.

- NCSHA’s 2020 Congressional Handout is available online as a PDF. During the Legislative Conference, you can pick up professionally printed copies from the Legislative Materials table to take to meetings.

  ✓ Take home extra copies to pass along to state officials and business partners to communicate the important work HFAs do.

Photos and Social Media

- Request permission when you schedule, or at the start of, your meeting to take a couple of photos with the member.

- Share those images on social media, expressing thanks to the member for meeting, and tag the member’s office in the post. (Check out these HFA examples on the right.)

- During NCSHA’s Legislative Conference, please include in your posts our event hashtag: #HFAsOnTheHill

- If you email your meeting photos to lbowman@ncsha.org, NCSHA will share them on social media, broadening their reach and impact.

Follow-Up

- Follow up with an e-mail sent to the member’s office.

  ✓ Express appreciation for the meeting, reiterate your main points or priorities concisely, and summarize calls to action.

  ✓ Attach or include any information the member or staffers requested.

  ✓ Attach digital copies of materials you brought to the meeting, including the 2020 Congressional Handout. (Tip: Searchable PDFs are valued by staffers. This format allows the user to zero in on specific concepts using keywords.)

- Send a short, handwritten thank-you note, and enclose your business card. (We have it on good authority that members and staffers appreciate these notes!)

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