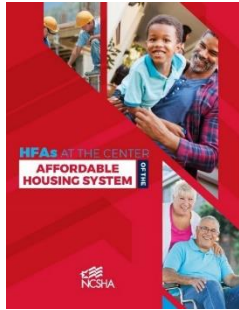


Communication Tips for Maximizing Hill Meetings

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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