

> BEFORE YOU SET OUT TO THE HILL

- ✓ Familiarize yourself with the issues and materials that will be shared at the meeting — jot down a few key points you want to make about each issue.
 - Use the OTA Advocacy Day Resource page and the Advocacy Day app to review materials
- ✓ Prepare your 1-minute organic story – what impact does your business have in the district and why are you on the Hill today
- ✓ Sign in to the Advocacy Day app
 - Check to see if your cellphone number or email is listed in the app
 - Look at your schedule and plan accordingly
 - Understand your footprint in each meeting
 - Look up your fellow attendees and say hello on Monday and Tuesday
 - If you are a meeting lead – **pick up your packet at the team leader meeting**

> DAY OF

- ✓ Dress in business casual but wear comfortable shoes — you will be walking a lot!
- ✓ Keep an eye on your email and Advocacy Day app for last minute schedule changes
- ✓ Leave plenty of time to get through traffic and find your meeting locations
- ✓ Contact Libby Mucciarone for last minute remote assistance at 202.660.4076 or LMucciarone@ota.com

> BEFORE THE MEETING

- ✓ Arrive and wait outside the office 10 minutes before the meeting, if possible, to game plan with your team – decide who will say what, and how the main points will be covered
- ✓ Try to account for all attendees and know if anyone will arrive late before entering the office

> DURING THE MEETING

- ✓ At the start of the meeting, the team leader will begin with an introduction of OTA and then the group will begin introducing themselves.
- ✓ View your meeting as a conversation — introduce yourself, your business, and explain how the OTA policy priorities affect you:
 - Personalize why you are there — explain your connection to their state or district, including your organization’s economic impact
 - Adjust the time you take based on how many folks are in the room so everyone can speak.
- ✓ Team leaders will hand off the packet of information about each of the bills and issues we are asking legislators to support

> MAKE THE ASK

- ✓ When you can, thank the member for something—such as being a member of the Organic Caucus or cosponsoring a key bill. (Hint: the web portal with your meeting schedule will contain custom talking points and identify if the member is a cosponsor of our priority bills, or part of the organic caucus)
- ✓ When the meeting is over, thank them for their time and exchange business cards so you can contact them again when you are back home

> AFTER THE MEETING

- ✓ Share how the meeting went and what was discussed by filling out the meeting evaluation form.
 - Include specific requests for OTA staff follow up