

APRN Legislator Strategy

- 1. Look up to see who your Missouri senators and representatives are at <http://bit.ly/MoSenateLookup> and <http://bit.ly/MoHouseLookup>.**
- 2. Contact the legislators office and work with staff to set up an appointment.**
- 3. Learn as much as you can about the legislator. Read their bio. Understand their issues and how it can relate to you being a constituent. Don't overlook the small things such as kids.**

Any and all background information that they can glean from the Internet or other credible sources is helpful. Referencing those things in discussion helps establish rapport and credibility.
- 4. Take specific talking points.**

Talking points need to be limited to no more than 4-5. They need to succinctly communicate the "ask".
- 5. Be familiar with your talking points. Do not go off topic. Be focused.**

Focus, focus, focus! Deviating from the points will cause eyes to glaze over and the legislator to lose interest. Brevity is THE MOST IMPORTANT recommendation we can make to constituents.
- 6. Have verifiable and accurate information, Do not have bad statistics.**

This is especially true if they are handing out any literature. Providing false or inaccurate information destroys credibility.
- 7. Identify that you are the legislator's constituent and how their issues affect his/her district.**

This is particularly important if you are in Jefferson City. Few people take the time to visit their legislator(s) in the Capitol, so when constituents visit, they need to be certain that the official and the staff recognize them as a constituent.
- 8. Answer questions properly. If you do not know the answer, tell them you will get back with them. Don't answer questions that you do not know.**
- 9. Close out meeting by extending an offer to help in any way.**

The point of the visit and the subsequent correspondence is to offer to be a resource for them - especially on issues in which the constituent is knowledgeable.
- 10. Follow up with an email or letter thanking them for their time. Give them a summary.**

Handwritten notes are always a nice touch. Remind them of what you discussed, restate the "asks", and make sure they have your contact information in case they have questions.



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