Call with Confidence – Policy Advocacy Phone Call Worksheet

* **In one sentence, state your desired outcome?** For example:
* I want the county to earmark at least #% of local ARP funding for nonprofits providing essential services to our community.
* I want a NC House bill that would hurt the people we serve to be defeated.
* I want Congress to pass the [WORK NOW Act](https://www.councilofnonprofits.org/trends-policy-issues/work-now-act).

*I want* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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* **Who has authority to make this happen – or help make this happen?**
* First, identify which level of government handles the matter (local, state, federal).
* Then, figure out who represents you at that level of government. If there are multiple people who represent you - for example, at-large city council members or county commissioners - start with the ones you know best and/or expect to be most receptive. List them here:

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* **Get specific.** Is there a bill number, meeting agenda item, or other specific information you want to reference? List that information here:

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* **What is your ask?** What is the action you want the person you’re calling to take?

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* **What messaging will appeal to the person you’re calling?** Try to make your case in terms that resonate with their values and legislative priorities.

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* **How can you personalize the issue?** Can you tell a story about how the program for which you want support has helped a specific person or family? Can you paint a picture of the harm that has been caused by a problem you’re asking them to help remedy?

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* **What arguments might someone make against your position** and how will you refute them? List at least three arguments with your responses here:

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* **If the conversation drifts to other subjects, what language can you use to pivot back to your topic?** Some possibilities – and room for yours:
	+ *Absolutely, but I also want to make sure we address X…*
	+ *I didn’t know that; what I do know is that Y…*
	+ *That’s an issue that concerns the people I serve as well, but right now their biggest priority is Z…*
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **What information do you need to send a follow-up email to the person with whom you spoke?**Enter it here:
	+ Legislative Aide’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Lawmaker’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Follow-up information promised: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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* **If you reach voice mail, what message do you want to leave?** Here’s a template to use as a starting point:

*Hi, my name is \_\_\_\_\_, I’m a constituent living on* [street] *in* [town] *and I’m calling to encourage you to* [YOUR ASK].

*In my capacity as* [position] *at* [organization], *which provides* [service] *to* [# of people] *in* [region the policy maker represents], *I have seen firsthand* [how this would make a difference].

*Please, help our community by* [restate ask]. *Thank you.*