

## HILL VISITS 101



*Make the Asks!*

### WHAT TO EXPECT:

- View your meeting with the legislator or staffer as a conversation during which you will introduce yourself and your business, and explain how the policy priorities affect you.
- You will then make a series of “asks”—requests for the legislator or staffer to do something to support the policy goals.
- Each team will have one-pagers detailing the “asks”, and other materials to leave behind.

### BEFORE THE MEETING:

- Gather with your team in the hall outside the legislator’s office a few minutes before the scheduled meeting.
- Review your game plan. Have an idea of who is going to say what and how you will cover the main points.
- Team leader should let the front desk know you are there for the meeting with the particular staffer or legislator.

### AT THE START OF THE MEETING:

- Introduce yourself and your business. Let them know of any connection to their state or district. If you are their constituent, be sure to tell them!
- Give your business card to each legislative staff person present at the meeting.
- Say you are with OTA, and describe OTA’s role.

### DURING THE MEETING:

- Say why you are there in one to two sentences. If you can, personalize it with the information about impact on the local economy in their state or district.
- Make your case in 5 minutes. The one-pagers will have the talking points about each of the programs that we are asking legislators to support.
- Statistics and data are good but personal impact stories can drive your case home.
- Make the asks!



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