

How to Effectively Communicate with Elected Officials and their Staff?

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Meeting In Washington, DC

Plan ahead

- a. Start your scheduling process early
- b. Follow Office Procedure (forms?)
- c. Talk with in State Staff

What to Expect

- a. Meeting with Elected Official and Staff
- b. 15 Minute Meeting
- c. Last Minute Changes

Meeting At Your Facility

How to Plan

1. Make sure you are working with their staff on the necessary details
 - Keep State and Leg. Staff Engaged
2. Press-Congressional Staff should be aware
3. Keep the schedule compact and concise
 - meetings are generally no more than an hour

What to Highlight during Visit

- a. New Research
- b. New Product/Industry
- c. Job Creation
- d. Elected Officials Role in Facility

Getting Your Message Across

1. What is Most Important?
 - If they had to remember 3 things
2. Concise Message
 - Don't flood them with information
3. Conversational vs. Technical
 - Can they turn around and deliver your message to their colleagues?
4. Expectations/Goals
 - Be Realistic in your requests

What to Keep in Mind when Inviting an Elected Official-

1. Availability (Are they on Recess?)
2. Community Relevance
3. Priorities
4. Event Size/Media Coverage



DO's vs. DON'Ts

Do's

- Start Scheduling Process early
- Concise Information/one-pagers
- Get to know your State Staff
- Have Detailed information/be ready to answer's
- Be Realistic with your ask

Don'ts

- Wait until last minute
- High Level/Overly Technical information
- Only communicate with DC
- Be unprepared to answer tough technical question
- Ask for the moon