

Tips for Sharing Your Story with Policymakers

Validate Your Connection

Create a personal connection to the policymaker you are meeting with by doing your research before the meeting. Do you have a common alma mater, civic organizations or cause, or extracurricular activities? Make a connection!

You want to be clear about being a constituent. Let them know where you live or work and relate that to the district, state, or community he or she represents.

Policymakers want to know your objective.

Share Key Points Quickly

Make sure that your story is memorable:

- Include a strong hook. Your title is a great place to start

- Don't bury the lead

Answer the question, "What happens if funding is lost in this area?"

Be clear about the end product

Be clear about the time necessary for investment to be successful

Include impacts at local, state, national, and global levels

- economic
- social
- political

Create a Clear Next Step Ask

Be clear about how you would like your policymaker to respond to your story/request.

Next step ideas include:

- Letters to specific individuals/entities;
- New legislative language or amendment to existing language (Authorization);
- Prerecorded remarks for an event;
- Making a speech or presence at an event;
- Visiting your campus;
- Contacting party leadership;
- Building consensus among stakeholders;
- Funding (Appropriations)



The Challenge of Change:
Harnessing University Discovery, Engagement, and Learning
to Achieve Food and Nutrition Security