

# COORDINATE A CAPITOL HILL FLY-IN

Washington fly-ins, whether they are held virtually or in person, are one of the best ways to further your organization's legislative agenda. Use our 4-step guide to ensure that your visit goes off without a hitch.

## 01

### HANDLE THE LOGISTICS

**Define the message and goals for your visit:** Before you schedule a meeting on Capitol Hill, pick one issue to focus on during your visit, prepare bullet points about it, and outline a clear "ask" that your members can make to lawmakers and their staffers.

**Pick a date:** Decide when to hold your Hill Day and reach out to the Scheduler in each congressional office you want to visit.

**Communicate clearly and respectfully:** 1-3 months before your visit, email the Scheduler with a list of times that you are available and your "issue" bullet points. If you do not receive a response within a few days, follow up respectfully within a week reiterating the purpose of the meeting.

### PREPARE YOUR ADVOCATES

**Create teams for Hill meetings:** Once you have scheduled your meetings, divide up your advocates into groups of 4-6 people to visit each office.

**Delegate responsibilities:** 3-4 weeks ahead of the visit, appoint a team leader and note taker for each delegation. The team leader should facilitate the conversation and handle the ask, allowing fellow delegates to assume the role of storytellers, to share how different legislation would impact them.

**Conduct a training session:** Hold a 1-hour session for all of your advocates at the beginning of the fly-in to ensure that your delegates are clear on the association's stance on the issues, as well as the position of the offices they will be visiting.

**Customize talking points:** Tailor talking points to each office's district and each lawmaker's voting record and co-sponsorship history.

**Create a communications packet for each meeting:** Give each delegation packets with tailored notes, visual aids, and leave-behinds for every office they visit. This will help your advocates stay on message and keep your issues top of mind for the legislators.

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### DEVELOP A MEDIA STRATEGY

**Write and share a press release:** Write a press release about your fly-in and the issues you are advocating for and share it with different media outlets to increase regional and national awareness around your agenda.

**Engage legislators on social media:** Create a hashtag for the fly-in that your advocates can use across all social media platforms. Ask your advocates to share photos and updates from their meetings. Be sure your advocates tag the legislators they meet with to increase the likelihood of their office reposting them.

### FOLLOW UP AFTER THE FLY-IN

**Thank the legislators and staffers:** Have each delegation of advocates send a thank you note to the offices they visited. Use notes from each meeting to answer any remaining questions and provide a synopsis of research and statistics shared during the meeting.

**Thank your advocates:** Reach out to each advocate to thank them for participating in the fly-in and share statistics about how many offices you reached and what issues you discussed.

**Get feedback:** Ask your advocates to share feedback on the logistics and substance of the fly-in, so you can set yourself up for success next year and determine what resonated with legislators. Schedule time to debrief the event with your internal team. Discuss how you can improve and whether you need to do any additional follow up with your advocates or congressional offices.

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## EXPLORE MORE RESOURCES

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