

You may have an opportunity to deliver your message to a member of Congress or his or her staff directly, either over the phone or in person. Your message should be specific, personal, informative, and timely (SPIT). Often, however, you will have limited time to get your point across. This worksheet helps you to hone your message and succinctly sell your idea in a moment's notice. Use the formula and example to build your message.

## Formula

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Begin by stating your **name, position, and city**. You want to establish your relevancy, particularly your connection to the district.

Next, state your **specific issue**.

Explain **why the issue is important** to the people you represent. Remember, to mention some personal and informative details.

Describe **what you would like the member of Congress to do**, and make your message timely by stating when the action needs to happen.

State how you plan to **follow up** with the member of Congress.

Conclude by asking for **contact information** for the appropriate staff in the legislator's office.

## Example

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*Hello, my name is Jane Doe, and I'm a city councilwoman in Goldsboro, North Carolina.*

*I would like to talk to you about continued funding for TIGER grants.*

*This is important to the people I represent because the grant will help us leverage more than \$9 million in local economic development.*

*That's why I really hope you'll fund the TIGER program in my district when Congress makes its annual vote on DOT funding legislation.*

*I'd like to follow up by scheduling a visit for you to see the progress we're making.*

*Can I get contact information for all the appropriate people in your office?*

## Craft Your Message

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### INSTRUCTIONS

For each component of the verbal message formula, replace the information in brackets with your information.

### SCRIPT

Hello, my name is [name], and I'm a [position] from [city].

I would like to talk to you about [policy/relationship ask].

This is important to the people I represent because [personal story and informative details].

That's why I really hope you'll [ask].

I'd like to follow up by [ideas].

Can I get contact information for all the appropriate people in your office?