

# Congressional City Conference



## Federal Advocacy 101

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NLC

**#NLCDC**

# Overview

- **NLC'S Federal Action Agenda**
- **Why is Effective Communication Important?**
- **Building a Strong Message and Communicating It Effectively**
- **Breakout Exercise – Elevator Pitch**
- **Q&A**

# Federal Action Agenda

## CITIES LEAD 2.0

Public Safety

Infrastructure

Economy

NLC: Building  
relationships so cities  
get a seat at the table

# 2017

IN ADVOCACY

CONGRESS IS IN  
SESSION...

95  
DAYS

2016

145  
DAYS

2017

CONTINUING  
RESOLUTION  
through  
**APRIL 28**

**145  
DAYS**  
UNTIL  
AUGUST  
RECESS

FY 2018  
BEGINS IN  
**207  
DAYS**

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## Messaging and Communicating with Federal Leaders

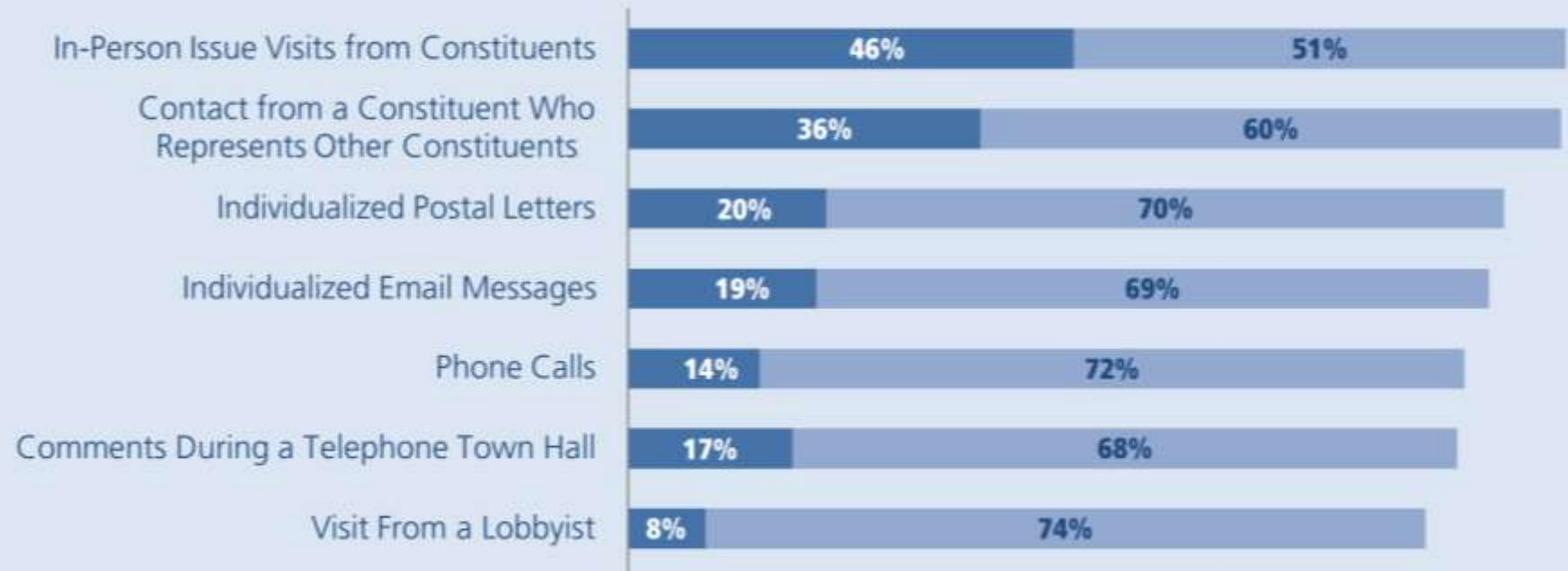
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## **Why it Matters – By the Numbers**

- **200-1,000% increase in mail/email volume to congressional offices over past decade**
- **0% increase in congressional staffing levels**
- **12,063 measures introduced by 114th Congress – only 329 signed into law**
- **59 new members of Congress**

# You Are Influential!

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?\*



Source: [Communicating with Congress: Perceptions of Citizen Advocacy on Capitol Hill](#), Congressional Management Foundation, 2011

# NLC University



## WORKSPACE CONTENT



### The Power of Advocacy

The best person to advocate for your community is YOU! Find out why you should be the one to advocate for your city to Congress, and how you can make ... [Read More](#)



### SMART Strategy

To have an impact, you've got to be SMART. Learn how to set goals and lay the groundwork for your community's advocacy efforts. Interactive Toolkit Interactive Toolkit Transcript (PDF) PDF ... [Read More](#)

## USER SURVEY

I would like to receive credit for this course in NLC University's Certificate Program \*

- Yes
- No

I am interested in receiving notifications when new courses are added to NLC University. \*

- Yes

<https://learning.govloop.com/nlcuniversity/>



## Know What You Want



## SMART Goals

- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Timely**

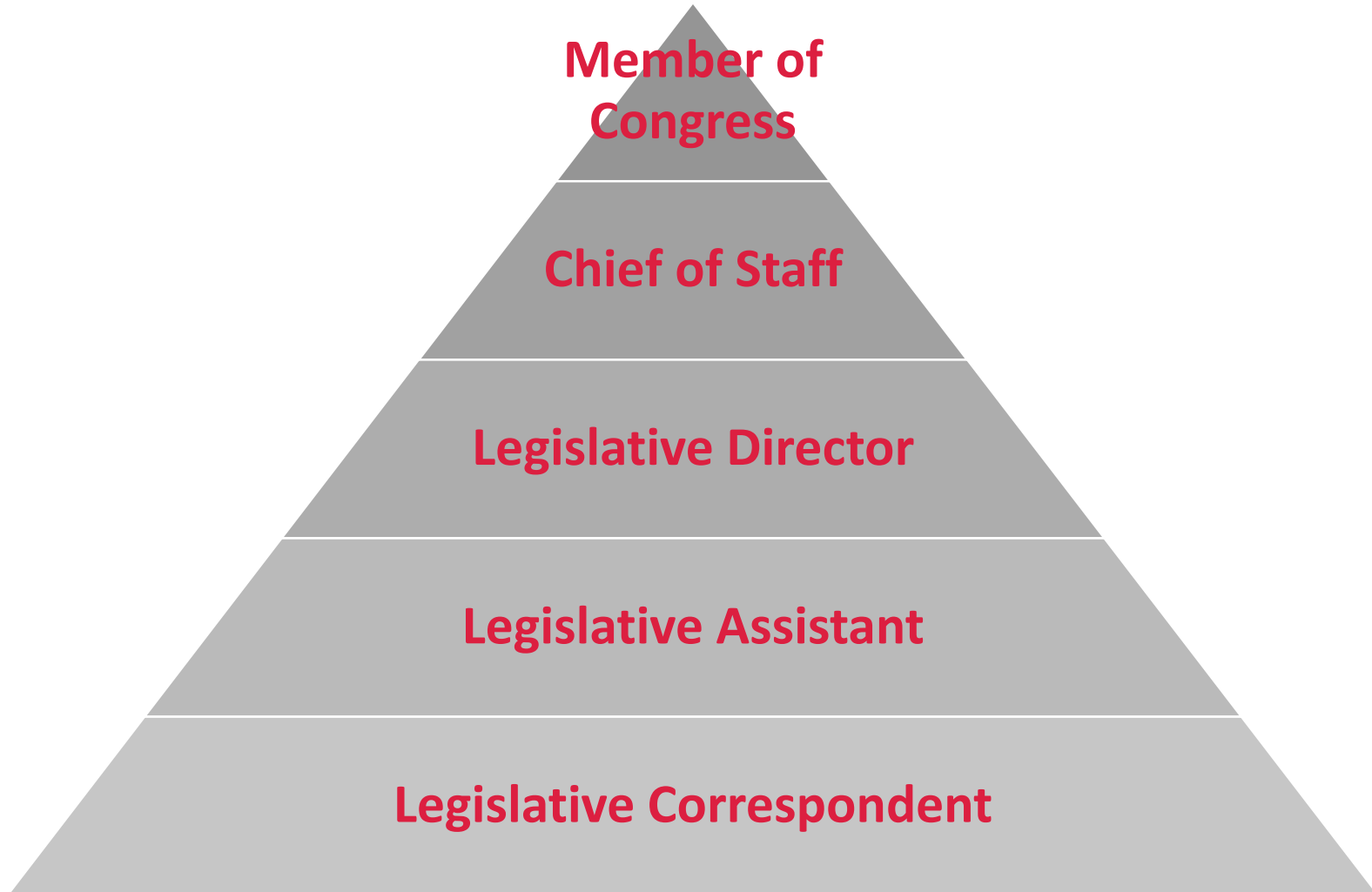
# Know What to Say

## SPIT Technique

- **Specific**
- **Personal**
- **Informative**
- **Timely**



# Know Who to Talk To



# Elevator Pitch Steps

## The “Three W’s”

- **WHO are you?**
  - Introduce yourself – what are your credentials?
- **WHAT do you want?**
  - Make your ask – use your SPIT message and keep it simple!
- **WHY does it matter to your legislator?**

**Exchange contact information and keep the door open**

**REMEMBER: Always be courteous, no matter what happens**

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## Breakout Exercise

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# Elevator Pitch Steps

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- **WHY does it matter to your legislator?**

# Questions?

**Contact me!**

**Please fill out this  
session's evaluation on  
the NLC Events app!**

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**NLC**

NATIONAL  
LEAGUE  
OF CITIES

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**CITIES STRONG TOGETHER**