

# Virtual Meeting Toolkit

## Advocacy in the time of COVID-19

### Meeting Agenda and Tips

**1. Thank the legislator and/or staff for taking the meeting.**

**2. Introduce yourself/the members of your delegation.**

Introduce all members of the group. If you've decided to have multiple people join your meeting, it may make sense to have someone facilitate the introductions. You should say your name, your organization and role, and where you live and work, so that the legislator and/or staff know you're a constituent.

**3. Tell the legislator and/or staff about yourself or your organization.**

It is important that the legislator and/or staff understands the scope of your operations or your connection to the issues you will be discussing. Before you discuss policy, give a quick background about yourself or your organization and how you connect to the child care system (i.e., are you a parent, child care provider, or Child Care Resource & Referral staff?). Parents and providers can share about their personal experiences regarding child care. Child Care Resource & Referral staff can share more about the role these agencies play in the child care system.

**4. Share relevant materials.**

Make sure you have a pdf of the issue data from the CCDC for the legislator and their staff to review. You can also send the staffer you are coordinating with this material ahead of time so that they can be shared with participants in advance.

**5. Introduce the policy issue you wish to discuss.**

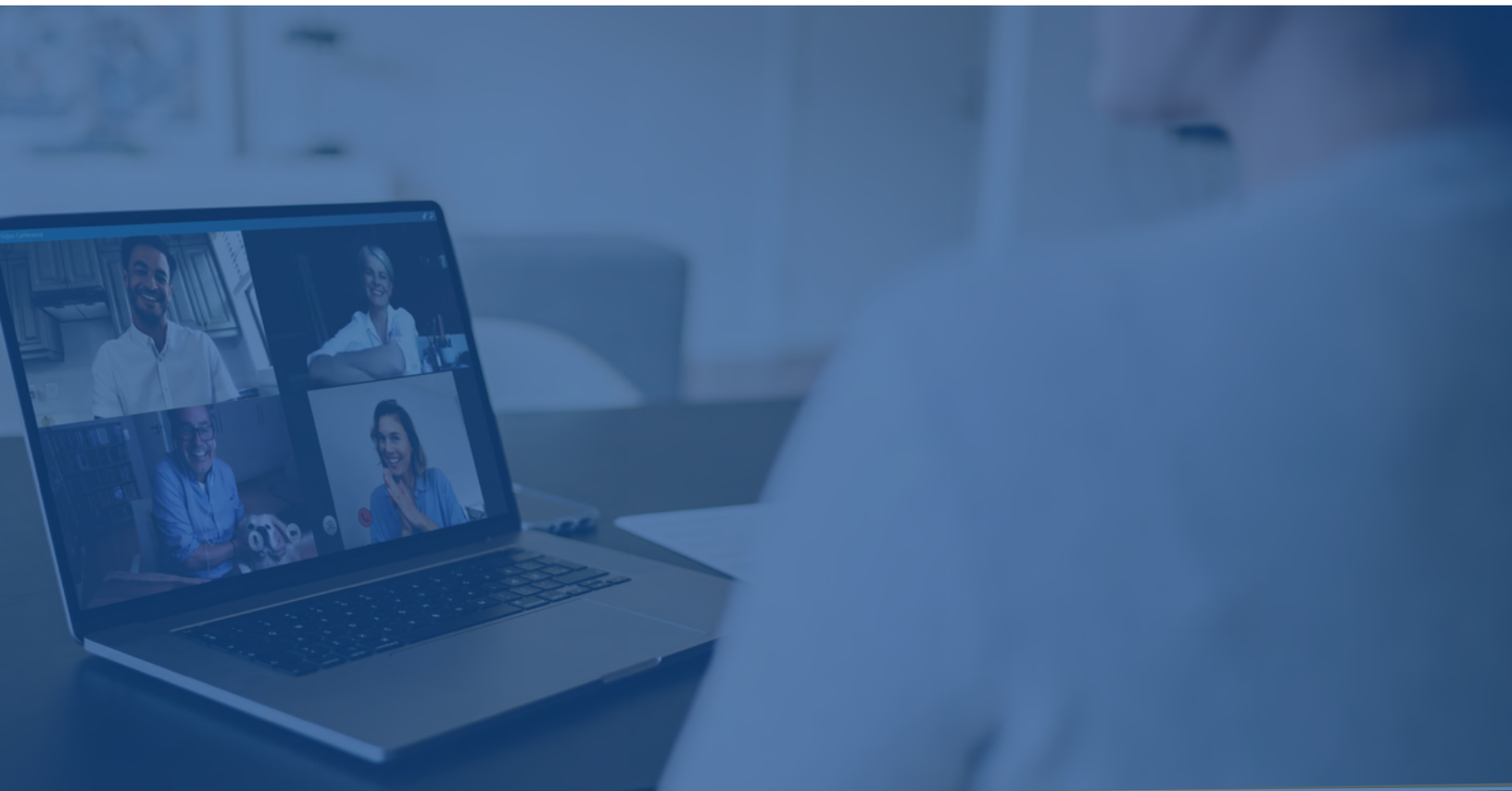
- Stay on topic and present your messages on child care briefly and persuasively. Keep your talking points simple and focused. We have sample talking points available in the Advocacy Resources section of CCDC.
- Personalize the conversation by sharing your experience, or the experiences of parents and providers, as well as any challenges regarding child care in your community. Relating a specific story or challenge puts a face on the issue you are discussing so it "sticks" with the member or staff.

- Back up your stories with facts and figures. You can refer to CCDC data from your state, as well as other materials you have provided.
- Emphasize the needs around child care in your community or your state.
- Be sure to prepare a two-minute “elevator pitch” version of your issue in case your meeting is cut unexpectedly short. This is your quick pitch that summarizes your most important talking points and overall request, or your direct ask.

## **6. Make a clear ask**

- Be very specific about what you want your legislator to do, for example: “Can you commit to ensuring dedicated child care relief now and investing in child care in the future for the long-term rebuilding of the system?”
- If you can lobby: ask the legislator or their staff to cosponsor legislation, speak out or vote against a bill, sign a letter, or join a Caucus.
- If you can educate: ask the legislator to visit a website, read a report, visit a child care provider in your community or attend an event when it’s safe to do so.

## **7. Thank the legislator and/or staff again for the meeting and suggest how you will be following up to answer questions raised in the meeting or communicate about future issues.**



# Sample Agenda Worksheet

You can use the below worksheet to fill in appropriate fields and create a plan for a virtual meeting.

## Pre-meeting Logistics:

Date, time and location of meeting:

Legislator:

Staff contact:

Meeting facilitator:

Person introducing the group:

Person(s) sharing background of your organization:

Person(s) in charge of discussing talking points:

Person making the final ask:

## Meeting Logistics:

Talking Points:

- 1.
- 2.
- 3.

The Ask:

*[insert your ask here]*

Wrap-Up:

- What information do you need to follow up on?
- What additional materials are you sharing?
- Remember to thank the legislator and staff.