

## ESTABLISHING CONGRESSIONAL RELATIONSHIPS IN STATE

### ON-LINE TRAINING AGENDA

#### 1. **How to Build Relationships Back Home (CMF)**

Webinar (30 minutes); video (10 minutes); video (5 minutes).

Members of Congress often are harried and overbooked when in Washington. Interacting with lawmakers back home can often be the best strategy to get “quality time” with key decision-makers. In this session participants will learn: who do lawmakers listen to and why; what are the most effective tactics and strategies to use in the district or state; how to build long-term relationships with lawmakers and their staff; and what are the best opportunities for setting up meetings and events back home.

#### 2. **How to Create a Local Event That Will Attract a Member of Congress (Congressional staffer)**

Webinar (30-45 minutes).

CMF research shows that Members of Congress use visits to local facilities as one of the most valuable ways to collect constituent views and opinions – more than any other source of information! And yet, how do these events happen? How do groups entice a Member of Congress to attend a local event or meet with key stakeholders? This webinar will show participants how. A congressional staffer will walk participants through the steps from inviting legislators to learn about your issues and have a *powerful* personal experience about the value of your organization in their district or state. Participants will receive a specific checklist for the creation of a successful event.

#### 3. **How to Create Stories to Move the Hearts, Minds, and VOTES of Lawmakers (ISRI)**

Webinar (30 minutes); video (7 minutes).

People have trouble remembering facts, but they never forget a good story. Effective advocacy appeals to the heart, as well as the head and political health, of the legislator. Learn how to organize and present your story through the tactics used by actors. This presentation includes the seven key elements of public policy advocacy story-telling, and walks participants through an exercise to develop their own personal story to move the hearts, minds, and VOTES of lawmakers.

**4. WAY Outside the Beltway – House District Directors on the Do’s and Don’ts of In-State Meetings (District staffer)**

Webinar (30 minutes); video (9 minutes).

Building relationships with lawmakers back home always has been a successful congressional interaction strategy. A CMF survey of congressional staff examined the best methods utilized by Members of Congress for understanding constituent views. “Attending events in the district/state” was the top answer, with 98% of congressional staff noting its importance. In-state grassroots strategies got a significant boost in 2011 when the House of Representatives significantly altered its calendar, more than doubling the number of congressional recesses each year. But what are the best ways for inviting Members of Congress to an event? How many people do they expect? What are the best strategies for getting an in-district meeting in the legislators’ office? This program will draw upon the results a survey of House District Directors and will discuss the differences and nuances of district-based interactions with Members of Congress.

**5. Getting Past Gatekeepers: Congressional Schedulers’ Advice for Meeting Requests (Congressional Scheduler)**

Webinar (30 minutes); video (5 minutes).

Congressional schedulers are often overlooked as key players in conducting successful interactions with Congress. They are the actual gatekeepers to legislators. This program is based on the first-ever survey of schedulers working in the U.S. House of Representatives. Participants will learn: key components/data required by a congressional office to assess the value of meeting with constituent groups; optimum timing for submitting scheduling requests; tips and “pet peeves” when interacting with schedulers and House offices.

**6. Industry Background and Key Issues (ISRI)**

Webinar (30 minutes)

Providing a complete background about the scrap recycling industry along with up-to-date statistics is absolutely necessary to gaining the attention of a lawmaker. During this webinar, learn more about how to frame the industry’s history, explain the size and breadth of the industry, and provide specific local industry information to the lawmaker. Also included is a briefing on the industry’s key issues and learning how to communicate them with the lawmaker quickly and succinctly. This webinar helps the constituent industry advocate learning how to interest a lawmaker and begin developing a strong and long-lasting relationship.



Institute of  
Scrap Recycling  
Industries, Inc.

[www.isri.org](http://www.isri.org)

## **ESTABLISHING CONGRESSIONAL RELATIONSHIPS IN STATE**

### **IN-PERSON TRAINING AGENDA**

#### **1. How to Build Relationships Back Home (CMF)**

(45 Minutes); video (5 minutes).

Members of Congress often are harried and overbooked when in Washington. Interacting with lawmakers back home can often be the best strategy to get “quality time” with key decision-makers. In this session participants will learn: who do lawmakers listen to and why; what are the most effective tactics and strategies to use in the district or state; how to build long-term relationships with lawmakers and their staff; and what are the best opportunities for setting up meetings and events back home.

#### **2. Getting Past Gatekeepers: Congressional Schedulers’ Advice for Meeting Requests (Scheduler)**

(30 minutes); video (5 minutes).

Congressional schedulers are often overlooked as key players in conducting successful interactions with Congress. They are the actual gatekeepers to legislators. This program is based on the first-ever survey of schedulers working in the U.S. House of Representatives. Participants will learn: key components/data required by a congressional office to assess the value of meeting with constituent groups; optimum timing for submitting scheduling requests; tips and “pet peeves” when interacting with schedulers and House offices.

#### **3. How to Create Stories to Move the Hearts, Minds, and VOTES of Lawmakers (ISRI)**

(30 minutes); video (7 minutes).

People have trouble remembering facts, but they never forget a good story. Effective advocacy appeals to the heart, as well as the head and political health, of the legislator. Learn how to organize and present your story through the tactics used by actors. This presentation includes the seven key elements of public policy advocacy story-telling, and walks participants through an exercise to develop their own personal story to move the hearts, minds, and VOTES of lawmakers.

#### **4. Industry Background and Key Issues (ISRI)**

(30 minutes)

Providing a complete background about the scrap recycling industry along with up-to-date statistics is absolutely necessary to gaining the attention of a lawmaker. During this webinar, learn more about how to frame the industry's history, explain the size and breadth of the industry, and provide specific local industry information to the lawmaker. Also included is a briefing on the industry's key issues and learning how to communicate them with the lawmaker quickly and succinctly. This webinar helps the constituent industry advocate learning how to interest a lawmaker and begin developing a strong and long-lasting relationship.

**5. Questions & Answers (ISRI)**



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## ESTABLISHING CONGRESSIONAL RELATIONSHIPS IN STATE

### ON-LINE TRAINING SCHEDULE

[WWW.ISRI.ORG/IAP](http://WWW.ISRI.ORG/IAP)

#### WEEK 1

##### **June 1 - How to Build Relationships Back Home (CMF)**

Webinar (30 minutes); video (10 minutes); video (5 minutes).

Members of Congress often are harried and overbooked when in Washington. Interacting with lawmakers back home can often be the best strategy to get “quality time” with key decision-makers. In this session participants will learn: who do lawmakers listen to and why; what are the most effective tactics and strategies to use in the district or state; how to build long-term relationships with lawmakers and their staff; and what are the best opportunities for setting up meetings and events back home.

#### WEEK 2

##### **June 8 - How to Create a Local Event That Will Attract a Member of Congress (Campaign staffer)**

Webinar (30-45 minutes).

CMF research shows that Members of Congress use visits to local facilities as one of the most valuable ways to collect constituent views and opinions – more than any other source of information! And yet, how do these events happen? How do groups entice a Member of Congress to attend a local event or meet with key stakeholders? This webinar will show participants how. A congressional staffer will walk participants through the steps from inviting legislators to learn about your issues and have a *powerful* personal experience about the value of your organization in their district or state. Participants will receive a specific checklist for the creation of a successful event.

#### WEEK 3

##### **June 15 - How to Create Stories to Move the Hearts, Minds, and VOTES of Lawmakers (ISRI)**

Webinar (30 minutes); video (7 minutes).

People have trouble remembering facts, but they never forget a good story. Effective advocacy appeals to the heart, as well as the head and political health, of the legislator. Learn how to

organize and present your story through the tactics used by actors. This presentation includes the seven key elements of public policy advocacy story-telling, and walks participants through an exercise to develop their own personal story to move the hearts, minds, and VOTES of lawmakers.

#### **WEEK 4**

##### **June 22 - WAY Outside the Beltway – House District Directors on the Do’s and Don’ts of In-State Meetings (District staffer)**

Webinar (30 minutes); video (9 minutes).

Building relationships with lawmakers back home always has been a successful congressional interaction strategy. A CMF survey of congressional staff examined the best methods utilized by Members of Congress for understanding constituent views. “Attending events in the district/state” was the top answer, with 98% of congressional staff noting its importance. In-state grassroots strategies got a significant boost in 2011 when the House of Representatives significantly altered its calendar, more than doubling the number of congressional recesses each year. But what are the best ways for inviting Members of Congress to an event? How many people do they expect? What are the best strategies for getting an in-district meeting in the legislators’ office? This program will draw upon the results a survey of House District Directors and will discuss the differences and nuances of district-based interactions with Members of Congress.

#### **WEEK 5**

##### **June 29 - Getting Past Gatekeepers: Congressional Schedulers’ Advice for Meeting Requests (Congressional Scheduler)**

Webinar (30 minutes); video (5 minutes).

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#### **WEEK 6**

##### **July 13 - Industry Background and Key Issues (ISRI)**

Webinar (30 minutes)

Providing a complete background about the scrap recycling industry along with up-to-date statistics is absolutely necessary to gaining the attention of a lawmaker. During this webinar, learn more about how to frame the industry’s history, explain the size and breadth of the industry, and provide specific local industry information to the lawmaker. Also included is a briefing on the industry’s key issues and learning how to communicate them with the lawmaker quickly and succinctly. This webinar helps the constituent industry advocate learning how to interest a lawmaker and begin developing a strong and long-lasting relationship.