



Sept. 30–Oct. 2

AMA ADVOCACY IN ACTION WORKSHOP LOBBYING SESSION



Meeting pre-work

1. Assign roles for each issue.

	Maternal Health/Mortality	GME	Medicare Prior Auth
Leader			
Issue reporter			
Storyteller			
Closer			
Timekeeper			
Follow up			

2. Research your legislator.

- a. For each issue, your team should answer the following questions to tailor your conversation:
 1. Is this member a “Sponsor” or “Cosponsor?”
 2. Has this member supported this bill or a similar bill in the past?
- b. Read their bio on their website! You can learn a lot about what their priorities are and where to find common ground (maybe you have a family member from their hometown or who went to the same college, maybe you share the same hobby—any of these things can help build a relationship).

3. Prepare your script beforehand!

The template below outlines very closely what your actual meeting will look like. When attending your meeting, you are encouraged to have this available on your device **as a reference**. But don’t just read off your script—make eye contact and flex your public speaking muscles!

4. **The timekeeper is a “behind the scenes” role.**

Your team should come up with a signal that the timekeeper can subtly give to communicate if you are starting to run behind schedule in delivering your planned talking points.

Meeting script

1. Introduction

- A. **Leader:** The leader will first **thank** the member or their staffer for the meeting and **confirm** the amount of time allocated for the meeting. It may be that a change of plans has occurred and resulted in you meeting with someone different than you expected or having a shorter amount of time than you anticipated. Be flexible!

- B. **Everyone:** Each team member will briefly introduce themselves.

2. Make the ASK

- A. **Leader:** “Today we are here to ask you to cosponsor [insert name of bill including number and title; include **brief summary** of the bill]”.

- B. **Issue reporter:** The issue reporter will provide a background of the issue, and the scale of the problem you are trying to address. Especially convincing facts and figures will help build your argument.

- C. **Storyteller:** The storyteller will provide a personal anecdote to help resonate with the member/staffer. Personal stories are some of the most powerful tools in your advocacy toolkit.

3. Discussion

After your “prepared” script is over, allow the member to speak! They may ask you specific clarifying questions, or they may bring up their concerns/praises with the bill. If you don’t know the answer to something, that’s okay. Let them know you are happy to follow up with them with the correct information.

- A. **Follow up:** Take note of questions that the member posed so that you can follow up with answers. Take note of any specific concerns that may be helpful in shaping future arguments.

4. Closing

- A. **Closer:** The closer will once again **thank** the member/staff for their time. The closer will repeat the asks the leader stated and summarize the meeting including any follow ups that were agreed to.

- B. **Leader: Ask permission for a photo!**