

Legislative Advocacy

Afton Cissell

Deputy Chief of Staff, Rep. Lloyd
Doggett (D-TX)

Ranking Member, House Ways &
Means Health Subcommittee

A large orange circle on the left side of the slide, partially cut off by the edge.

Building Relationships on the Hill

Meet in person

Include constituents

Have concrete asks

Ask about their agenda

Follow up and reiterate asks

Spread the word when they deliver



Capturing Members' Attention

- Constituent mail
- Letters to the editor, op-eds, and quotes in local press
- Town halls and other district events

Developing Campaigns



Define the problem



Identify a range of solutions



Build a diverse coalition



Get other Members invested

Building a Narrative

- Hearings
- Speeches
- Press conferences
- Town halls
- Op-eds
- Social media
- Story collection




Responding to Opposition

- Anticipate arguments
- Arm your allies
- Educate reporters
- Investigate your opponents
- Utilize all of your partners



Inside-Outside Organizing

- Share information
 - Hold your powder dry
 - Refine your goals
 - Tailor strategies
 - Stick together from start to finish
- 

Realize there's never actually a
finish line—maintain momentum!

