Legislative Advocacy

Afton Cissell
Deputy Chief of Staff, Rep. Lloyd Doggett (D-TX)
Ranking Member, House Ways & Means Health Subcommittee
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!