

Slide 1

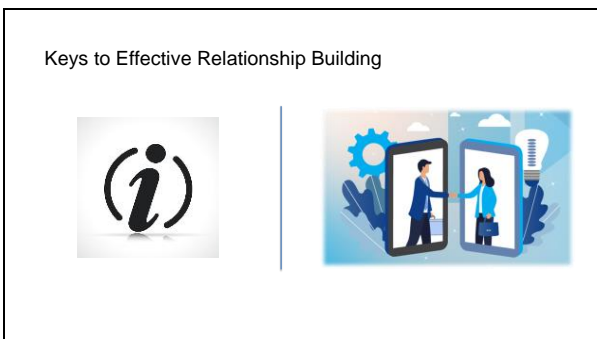


Slide 2



There are 4 keys to building relationships. If you've had previous meetings or calls with lawmakers or staff, use them as a catalyst for building relationships. If you haven't met with you legislators yet, I invite you to review the "Who Should I Talk To?" webinar for a guide on scheduling and preparing for your first meeting.

Slide 3



The first key is to be informative. Lawmakers and legislative staff work on a lot of issue areas. You can make their jobs a little easier, by providing information relevant to issue areas you care about or work on. If they've had questions in previous meetings, follow-up as soon as you can with answers to those questions. Share relevant news stories or studies. Show them that you're a reliable source of information and someone who wants to collaborate with on policy work.

Slide 4

Keys to Effective Relationship Building



The slide features the title "Keys to Effective Relationship Building" at the top. Below the title, on the left, is a close-up of a hand holding a white card with the text "LESS is MORE" in black and red. On the right is a colorful illustration of two people, a man and a woman, standing inside large smartphone frames. They are surrounded by blue gears, a lightbulb, and a leaf, symbolizing technology, ideas, and nature.

Be as brief as is practicable. Legislators are busy. Make every effort to keep your meetings and calls brief, and to the point. That doesn't mean you can't catch up if they're someone you've talked to before. It's ok to take a minute and ask how they've been before diving into business. Be friendly, but brief.

Slide 5

Keys to Effective Relationship Building




The slide features the title "Keys to Effective Relationship Building" at the top. Below the title, on the left, is the word "RESPECT" where each letter is a different color (R: green, E: purple, S: blue, P: red, E: yellow, C: green, T: pink). On the right is the same illustration of two people on smartphones with gears and a lightbulb.

It should go without saying, but I've heard so many stories from legislative staffers who get mistreated by constituents. If you don't like a lawmaker's position on a certain issue, express your disappointment or disagreement, but do so respectfully. Staffers, especially the ones who answer the phone, get yelled at a lot. You can set yourself apart by being kind and respectful, even if you disagree.

Slide 6

Keys to Effective Relationship Building



The slide features the title "Keys to Effective Relationship Building" at the top. Below the title, on the left, is the text "CONSISTENCY IS" in a bold, black, sans-serif font, with a blue key icon below the word "IS". On the right is the same illustration of two people on smartphones with gears and a lightbulb.

And finally, be consistent. That doesn't mean you have to have a set schedule for outreach, just that it's good practice to be in regular contact with lawmakers and their staff – asking for updates on legislation, and sharing relevant information as it makes sense.