



2019 Capitol Hill Day
Tool Kit

What's In This Tool Kit?

This tool kit will help you schedule, prepare for, and approach your meetings with Members of Congress at this year's Capitol Hill Day, which will be held on Thursday, March 14th.

Thank you for amplifying soccer's voice on the Hill!

Scheduling Your Meeting

- Capitol Hill Day is March 14th this year, so try to schedule your meetings **2-3 weeks** in advance
- Aim for **3 meetings**: 1 Senate, 2 House
- Sometimes you'll be able to meet with your representative directly, but often times you'll meet with the relevant staffer

Scheduling Your Meeting

Example

“Hello, my name is [Name] and I will be in Washington, DC on [Date]. I am a constituent in your district and I would like to meet with the Representative or the staffer who covers issues pertaining to health, youth development, or education.”

Scheduling Your Meeting

- Find out who represents your district
- Also identify representatives for any districts where you operate sites or programs
- Double check your representative at:
<http://www.house.gov/representatives/find/>
- Call the office's scheduler to set up a meeting time
- Email the relevant staffer
- Provide your cell number

Now that your meeting is scheduled...

What next?

1. Submit your schedule to James Stanish at the U.S. Soccer Foundation (Email: jstanish@ussoccerfoundation.org)
2. Research your Member of Congress*
3. Build a one-pager *
4. Develop a tailored ask*
5. Attend the Capitol Hill Day webinar on Thursday, February 14th at 2pm EST
6. Meet with your representative*
7. Follow-up after your meeting*

* The tool kit provides information on how to do this

Researching Your Member of Congress

Make your meeting relevant to your representative by connecting it to their specific concerns and interests

- Research their interests and priorities
 - *Representative's websites are a good start*
- Identify areas where the representative has worked on your issue
 - *"We wanted to thank the representative for his or her work on Project X. We've worked closely with X stakeholders involved in that and we look forward to working with your office to further reduce childhood obesity in the district."*

Building a One-Pager

One-Pager Examples:

WHAT ARE THE OUTCOMES?

83%

Improved Health Outcomes*

88%

Work Better on a Team

86%

Stayed Away from Anti-Social Behavior

81%

Feel Better About Their Future

*Participants at greater risk of developing health issues



SOCCER FOR SUCCESS



Soccer for Success is our free after-school soccer program proven to help kids establish **healthy habits** and develop **critical life skills** through trained coach-mentors.

We believe that in order to be successful, children need to be surrounded by **healthy choices, meaningful programming, and community and family support.**

That's why we developed the four core components of Soccer for Success. Through our soccer program, families have developed healthy habits, resulting in better life choices, and supporting the development of tomorrow's leaders.

We engage families through monthly events, which can serve as a platform for educational programs.



SOCCER

Developing a Tailored Ask

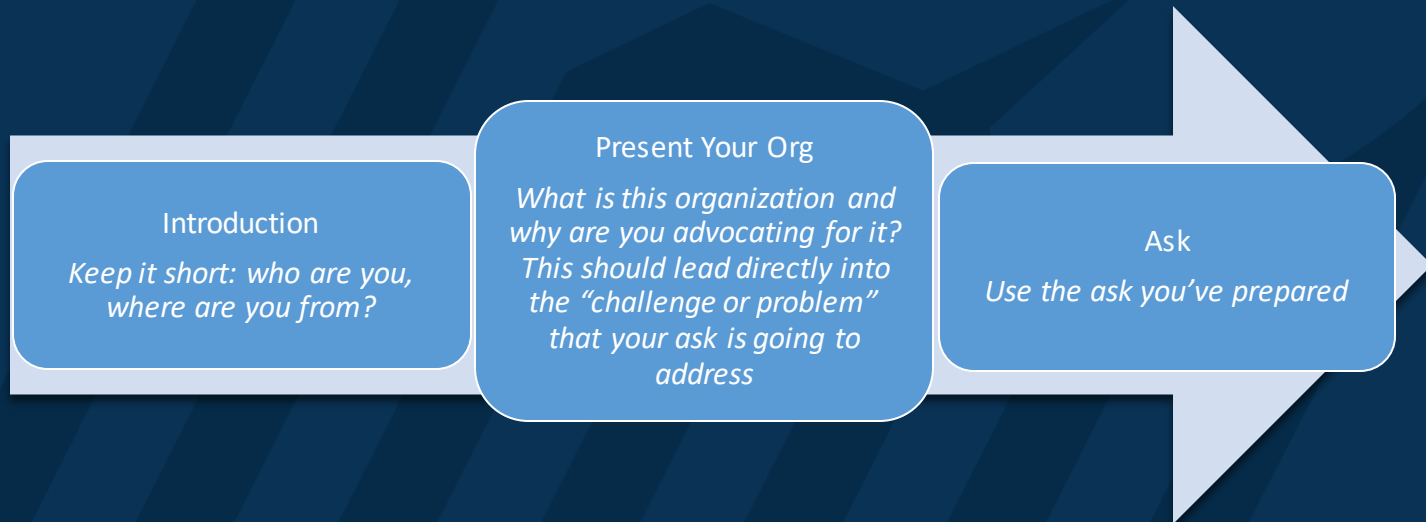
- Using your research, make your ask **Concise, Specific, and Relevant to the Representative**
- Some questions to ask yourself:
 - What does my organization need out of this meeting?
 - How can I tailor my ask to this specific district and representative?
- **Example:** *“District X falls in the top percentiles for childhood obesity, and in order to combat that epidemic we need your help to ensure that we receive adequate funding. Could Representative X sign a letter in support of our grant application to organization Z?”*
- During the webinar we will provide sample asks for Capitol Hill Day

Attending the Webinar

- The Webinar will be held on Thursday, February 14th at 2pm EST
- Webinar Call-In information will be available on the website.
- The webinar will provide additional details about meeting and following up with your representatives

Meeting with Your Representative

- You won't have that much time, so make the best of it
- Connect your work with your representatives' interests and past actions
- Use your research and highlight evidence-based success
- Reinforce your presentation with your one-pager
- Introduce yourself, present your organization, then quickly move to your ask:



Following Up After Your Meeting

- Immediately send a thank you email to anyone you met with
- Include any additional material that was referenced during your meeting
- Reiterate any key points and re-emphasize next steps
- If you don't hear back in a week, call the office!

Following Up After Your Meeting

Example

Dear [Staffer/Honorable Representative],

Thank you for taking the time to meet with me this past week to discuss the importance and impact of sports-based community health programs.

[Include a few specific sentences on what you discussed]

Support for these kinds of programs has a huge impact on your constituents and the communities you represent.

If you would like any additional information about these issues, please do not hesitate to contact me. Again, than you for your time and consideration.

Sincerely,

[Your Name]

Questions?

If you have any questions about setting up your meetings and/or Hill Day, do not hesitate to contact us:

Patricia Arty, Director of Strategic Partnerships

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