Planning Constituent Visits: How to Prepare to Meet with Your Elected Officials
Welcome!

*Our Goal:* to expand the advocacy capacity for CCR&Rs, providers, and family advocates at the state level.

**Housekeeping:**
- Ask questions throughout via the chat box.
- The webinar will be recorded and available soon after the completion of the webinar.
- Everyone will be on mute.
- We will have poll questions, be ready to participate throughout!

Join the movement: childcareworks.org
Agenda

• Welcome/Introductions
• Getting Face Time with your Elected Officials
• What to Expect During Your Visit
• Crafting Your Elevator Pitch
• What to Bring to Your Visit
• Using Social Media
• CCAoA Resources
• Next Steps
Introductions

- **Chrisi West**, Director of Advocacy
- **Lauren Robertson**, Digital Advocacy Manager
- **Liz Twilley**, Social Media Manager
Poll Questions

• Poll: What best describes your role?

• Poll: I feel ______________ about planning visits with my elected officials.
Getting Face Time with Your Elected Officials

**Town Hall/Lawmaker Forum:**

- May need to sign up to speak when you arrive, or get to a microphone placed near the front of the room where speakers will line up when invited
- Will need to keep comments very brief and to the point
- Focus on your personal story and the legislative ask
- Other people will hear your message, too!

**Meeting:**

- Likely meeting with staff
- May have more time to dive into stats but center those stats around your personal story
- If possible, leave a fact sheet and/or your contact information with the legislator/staff

**Other Opportunities:**

- Lawmaker visits to high-quality child care, office drop bys, coffees, community events
Getting Face Time with Your Elected Official

• Check Town Hall Project to see if your elected official is hosting an event, or check their website
• Contact their local district office to schedule a meeting
• Completing the form on their website is usually the best way to get a response
• Invite them to a high-quality child care center or family child care home

Good to know:
• It’s TOTALLY okay to meet with legislator’s child care or early education staff instead if your elected official isn’t available
• We encourage you to bring your children with you to the town hall or meeting
SCHEDULING REQUESTS

Thank you for reaching out to schedule a meeting or invite me, and my staff, to an event. Please fill out the appropriate form below to submit your request with as much information as you can provide. Someone from my office will be in contact with you as soon as possible.

Privacy Notice: The Office of U.S. Senator Tammy Baldwin will use your name and contact information only for communications from our office. We will not sell or distribute your name or information in any fashion.

[Form fields for Washington, D.C. Request and Wisconsin Request]

Schedule a Meeting in DC

Your Information

- First Name*
- Last Name*
- Organization*
- Street Address*
- Street Address (2)
- City*
- State*
- Zip*
- Email*
- Verify Email*

What Legislative Topics Would You Like To Address?*

Please Provide A Brief Description Of This Request.*

Please List Expected Attendees.*

Is There Additional Information You Would Like To Provide?

[Inputs for dates, times, and additional fields]

[Submit button]
SETTING UP SITE VISITS WITH ELECTED OFFICIALS AS A CCR&R

Selecting a Provider
1. Providers who are active in the QRIS and/or advocate community are a good place to start. If your state does not participate in QRIS, select a high-quality provider known to the R&R.
2. If you have a specific ask of the elected official, choose a provider who has a direct connection to the ask (such as they serve children receiving child care subsidies or they use the CACFP).

Scheduling with the Elected Officials’ Staff
1. If you know someone who has a direct connection to the elected official you are targeting, use them.
2. When scheduling, be ready to accept less time than you want. While a full tour and discussion could take an hour, an elected official may only have 30 minutes to fit in. Make the most of the time you are given.
3. Schedule far in advance. Work with your provider to find a handful of times that work for them so you can be flexible with the elected official’s office.
4. When scheduling, be concise and clear about what the elected official can expect on the site visit.
5. When scheduling with the elected official’s staff, ask if they are going to bring a photographer with them (this will mean you may have to get waivers from the parents of children at the center in advance).

Prepping the Provider
1. Create a list of questions for the provider to ask the elected official and an appropriate child care story that they can share related to any potential legislative asks you may have.
2. Provide the provider with key background information on the elected official and the specific ask.
3. Do a run through with the provider so they feel comfortable with any questions that may arise.
4. If you have a specific ask, make sure you review with the provider and help them connect their narrative to the ask.
5. If the elected official (or the CCR&R) is planning to bring a photographer, check with the provider that there are waivers on file for all children. If not, provide them with photo waivers in advance so everyone is covered, including children (CCRAoA has a template waiver you can share and modify).

Preparing the Elected Official
1. Confirm the scheduled site visit with staff about a week in advance.
2. Send a modified schedule for the visit to elected officials’ staff beforehand so they can brief the elected official.
3. Include parking information, directions and other important logistics.
4. Send brief (no more than 2 pages) background materials for the elected official to review ahead of time. This should outline any ask and include facts, history and action/solutions.
5. Share your cell phone with the elected official’s staff and ask for a direct cell phone number for them as well so they can let you know if anything changes day of. (Weekly/monthly schedule changes happen a lot with legislatures.)

CONTACT
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SPECIFICATIONS
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PREPARING YOUR CHILD CARE CENTER OR HOME FOR A SITE VISIT FROM AN ELECTED OFFICIAL

Sharing Your Story
1. Ahead of the site visit, practice your story and tour stops with your Child Care Resource & Referral (CCRR&R) host.
   - Prepare a brief overview of the center/home, your experience and why you are a provider.
   - Prepare successes that relate to policy change such as accessing child care subsidies or QRIS dollars.
   - Think of a child care story or anecdote related to any policy asks you may have.

Showing Off Your Space
1. Prepare your tour route, including aspects such as:
   - Different areas/groups
   - Areas or aspects that have been improved because of quality dollars or increased training
   - Other providers and their strengths
   - Daily schedules
   - Family engagement (events, day-to-day interactions)
   - Barriers: you are encouraged to share barriers, this is a key opportunity to show what is and isn’t working in child care.

   - For example: A provider shares they participate in CACFP but mentions it doesn’t cover all costs and can be an administrative burden, showing the binder where they keep all the paperwork.
   - For example: High provider turnover on staff due to low wages and no professional development opportunities is a burden to your small business.

2. Your space does not need to be changed for the elected official! You need not do anything to your space you wouldn’t do on a regular day. We want to show these elected officials the reality of child care. A tidy, safe space with a glue spill you are cleaning up as they walk in is better than an immaculate space where everything looks untouched.

Preparing Your Children
1. Prepare your children like it’s any other visit (parent tour, licensing, etc.)
2. When you bring the elected officials in with the children, feel free to introduce the elected official:
   - Introduce them using their title and give a brief description of what they do.
   - Have them introduce themselves if they feel comfortable.

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Getting Face Time - What to Say

- Introduce yourself
- Identify as a constituent
- General overview
- Specific legislative request
- Who will be attending
- Sample scheduling call script:

My name is Lauren Robertson and I am a constituent. I would like to meet with Senator SoandSo about child care affordability for families. Specifically, I would like to talk about the Child Care for Working Families Act and how it will help families afford child care. Myself and two other working mothers from my advocates group will be attending the meeting. Could you let me know Senator SoandSo's availability to discuss this important issue?
What to Expect at Your Meeting

• Be on time! Know the name of who you are meeting with, especially if you are meeting with staff. There are a lot of staff members, so being prepared makes it easier on the person checking you in.
• Your meeting will probably NOT start on time :)
• Be flexible with your time as best you can.
• If you are scheduled for 30 minutes, you're probably getting 15 minutes.
• Make sure to introduce yourself, state your purpose for the meeting, and pivot to your story and ask.
• Leave time for questions at the end and be prepared for the staff or elected official to interrupt as you're speaking.
• Ask the person you are meeting with questions as well, to engage them in a conversation.
• End with a call to action for the elected official or staff member. What do you want them to do when you walk out their door?
• Prepare meeting materials beforehand and have 1-2 copies ready to leave behind. Pics or it didn't happen!
Crafting Your Elevator Pitch

Share your personal child care story if you have one. We can give legislators the stats on child care and early ed – we can’t give them YOUR story.
Crafting Your Elevator Pitch

<table>
<thead>
<tr>
<th>Background</th>
<th>Challenge</th>
<th>Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Share the who, what and where. Paint the picture of your experience with child care.</td>
<td>• Describe the state and national policy challenges with the child care system.</td>
<td>• Provide tangible action steps on how to solve the problem.</td>
</tr>
</tbody>
</table>
Crafting Your Elevator Pitch - Keeping it Short and Sweet

• Practice, practice, practice!
• No unnecessary details
• One story/one issue
• Don't overload them with facts
• Leave time for questions/make it a conversation
• Center around the personal
What to Bring to Your Visit
What to Bring to Your Visit

Tying it All Together: One-Pager
Sharing on Social Media

Step 1
Follow @ChildCareWorks on Instagram, Twitter, and Facebook!

Step 2
Take pictures! Candids are best, but group shots at the end of a meeting are great, too!

Step 3
Share on social media! As soon as you get out of your meeting, have someone post your photo and a short caption to either Twitter or Instagram.

Bonus points if you tag @ChildCareWorks and your legislator in the post!
CCAoA Resources

• Action centers
• Social media @ChildCareWorks
• State Fact Sheets
• Cost of Care report
• Site visit one-pagers
• General TA
Next Steps

• Sign up for next webinar in series: [childcareworks.org](http://childcareworks.org)
• Follow Child Care Works on social media: @ChildCareWorks
• Be on the look out for our follow up email with resources and the recording.
Questions?

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Share Your Voice

• Poll: I now feel _____________ about planning constituent visits.

• Poll: I want to learn more about...