

What to Say on the Phone with a Politician

1. **KNOW** what you want to say ahead of time

- Get your facts and points down pat by practicing your presentation.
- Limit yourself to one topic because adding topics dilutes the effectiveness of your pitch.
- Keep a positive, friendly tone. Confrontational attitudes will only hurt your cause.

2. Keep it **BRIEF**

- Introduce yourself and the organization you are representing.
- Start with your strongest point. No need for rambling introductions to the issue.
- Shorter presentations are more impactful and easier to remember.
- Politicians have very tight schedules, be considerate of this. While it is your right to talk with them, it is their right to expect you to get to the point. They have other constituents besides you they need to talk to and other duties to fulfill.

3. **FINISH** strong

- **Ask for action.** Be specific and pointed about what it is you want them to do. This is why you are talking to them in the first place.
- Thank them for their time and for listening to you.
- Give them your contact info for future reference.

4. **FOLLOW UP** by sending a personalized thank you note

- This reminds them of the call
- It keeps your issue and your ask fresh in their mind
- It shows them you are a respectful organization worthy of respect in turn

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