



# Flexing Retiree Power Through Advocacy

November 13 – 15, 2018  
Las Vegas, NV



**2018 National Membership Meeting**



# Getting Started

- Schedule an appointment
  - Tell them issue you want to discuss
  - Try to keep it to no more than 3 subjects
- Know your legislator
- Know your subject matter
- Make it personal; use a story to illustrate impact



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# Issues Affecting Retiree Power

Bring friends: There is strength in numbers.

- Facilitator
- Organizer
- Note Taker
- Witness
- Photographer



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# Practice Before Your Meeting

- Do a dry run of what you will say
- Have a clear agenda
- It is important to be clear and concise
- Make sure you have facts to cite
- Illustrate your facts with a personal story
- Make sure you have key points you plan to make



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# Day of the Meeting

- Introduce yourself and the organization
- State your facts clearly
- Tell a story if you have one
- Ask for specific legislative action
- Take a picture with legislator or staff



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# After the meeting

Immediately (e.g. from building lobby or your car)

- Publicize on Social Media
- Send pictures to Maureen Dunn and Brendan Kelly

Next day

- Send thank you note with any material requested or promised
- Debrief

# Other Important Lobbying Tips

- Ideology
- Fact
- Grassroots pressure
- Relationship with messenger
- Political consideration
- Influencers
- Party leadership