

# Hook, Line, and Sinker



**The hook, line and sinker strategy will help ensure you cover key messages and conduct an effective and successful meeting with your lawmaker.**

## **Hook: Who You Are**

Tell them who you are. Remember, you are a voter, a survivor/caregiver/advocate and their constituent. Make sure everyone in the group introduces themselves.

Be careful. A little small talk is acceptable but stay on message and don't be drawn into storytelling off topic – you'll never know where the time went!

State why you are here by introducing the ask/s.

## **Line: Share your stories and statistics.**

Be informative, be thorough and be concise. Provide your lawmaker with personal stories. They'll appreciate real-life examples that put a human face on the issue.

Discuss how the legislation will directly affect you, your friends and your family.

Personal stories truly make an impact and achieve results.

## **Sinker: The Request**

Ask your legislator their position on the issue. Be polite, direct and specific. Wait for their response. It is important to get a clear answer to provide on your report back form.

Answer any questions to the best of your ability. If you don't know the answer, it's OK to say "that's a good question, I'm not positive on the answer, and I'll need to get back to you." Don't answer any questions you're not 100% sure you know the answer to – make sure to list them on your report back forms. This is an excellent opportunity for staff to follow-up with the lawmaker after our day!

Leave on a positive note. As you wrap up the conversation, repeat one last time what action you hope the lawmaker will support. Make sure your lawmaker and/or their staff member receives a copy of the leave-behind materials. Thank them for their time and offer to be an ongoing resource.

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# Hook, Line, and Sinker, Continued



## Hook

Who you are, where you're from -- Leader introduces the rest of the group.  
"We are here to today to ask for..."

## Line

What is the problem we are trying to solve? \_\_\_\_\_

What is the proposed policy solution?

What is a data point to back up that solution? \_\_\_\_\_

**Share your cancer connection and how it relates to the ask.**

**Add your personal story:**

Why are you passionate about the fight against cancer?

How can you find a connection to the days asks? \_\_\_\_\_

## Sinker

"In conclusion..."

We're asking \_\_\_\_\_

Will you support [State Issue] to help cancer patients by

**Don't forget the "thank you"!  
The appreciation goes a long way  
Feel free to ask for a selfie AFTER your meeting**

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# Lawmaker Meetings: Suggested Script (House)



"Thank you, Representative/ \_\_\_\_\_, for taking the time to meet with your cancer-fighting constituents today.

My name is \_\_\_\_\_ and I am an ACS CAN volunteer. With me are constituents and advocates from around your district to talk about their cancer stories. **Introduce constituent(s) in the room with you.**

During this meeting we would like to discuss:

- Passing legislation that will ensure genetic testing so people can make informed decisions about their healthcare without exorbitant costs.
- And share some information with you about the tolls of tobacco on Oklahomans.

The lifetime risk of breast cancer increases 20–49% for women with moderate risk inherited gene mutations and 50% or more for women with high-risk gene mutations. If we can identify inherited cancer risks, we can help guide decisions regarding recommended screenings for the early detection of cancer

This is important to me because **(share your personal story and connect it to the importance of genetic testing. If another volunteer has a personal story that has a strong connection, please introduce them and have them speak. Keep it brief.)**

## **The ASK:**

- Please pass Senate Bill 1264 to eliminate cost-sharing requirements for clinically appropriate genetic testing, as well as recommended screenings based on that testing.

*Remember, we want to hear a yes or no answer.*

- If your elected official answers yes to this question that is great! Thank him/her for their support.
- If your member answers no, ask why and if there is further information you can provide after the meeting. Include that information on your report back form.
- If your member doesn't give a direct yes or no answer, ask for clarification.
- You should plan to follow-up with your House Representative 1–2 weeks after your meeting (by phone or email) to ensure their questions are answered and check on their level of support.

**Please note:** this script is a framework for your conversation. Please feel free to elaborate and share your personal cancer story and use information from the fact sheet and talking points.

# Lawmaker Meeting: Do & Don't



## Do:

- Look and act professional
- Introduce yourself and tell the legislator where you are from
- Stay on message
- Be prepared to wait
- Know the asks and something about it
- Be efficient and articulate; the meeting should be brief and concise
- Ask for your legislator's support for the issue
- Stop discussing the issue if you get a "Yes"
- Leave a one-pager about the issue
- Turn off your cell phone
- Thank the lawmaker (be sure to also send a thank-you note)

## Don't:

- Attempt to answer questions you don't know the answer to or commit to anything you aren't certain of
- Get angry or hostile
- Get distracted by small talk
- Mention your political affiliation
- Leave behind materials that aren't provided in this packet
- Lobby on other issues
- Get defensive if an elected official doesn't support our legislation

# Lawmaker Meeting: Schedule



## Keep track of your meetings:

Chamber	Name	Meeting Time	Meeting Notes	Do they support or oppose?	Do they have a cancer story?
House					
House					
House					
Senate					
Senate					

### Meeting Outline:

**Hook:** Leader makes introduction.

**Line:** Explain the need.

**Sinker:** Make the ask.

### Remember:

Be polite and professional to lawmakers and interns.

It is okay to look at your notes!

Your personal story matters more than anything else.

Your legislators work for you and your voice matters

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# Report Back Form



**HOW WAS YOUR  
LAWMAKER MEETING?**

## Report back and let us know how your meeting went

Your feedback helps our staff provide additional information to lawmakers and make strategic decisions in successful campaigns. Share with us what you heard from your lawmaker during your recent visit.

**Remember:** One report back form should be completed for each lawmaker meeting

**Scan the QR code or visit:**

**<https://act.fightcancer.org/a/acs-can-report-back-form>**



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