

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. You will visit your lawmaker with at least one partner so 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 if they will support 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.

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 talk with you about an important issue for Illinoisians."

Line

Talking points that can be integrated into your story

Colorectal Cancer:

- Screening and early detection saves lives. When diagnosed early, the 5-year survival rate is about 90%. This rate drops to 13% when discovered in later stages.
- In 2025, approximately 6,110 people in Illinois will be diagnosed with colorectal cancer and 2,020 will die from this disease.

Tobacco:

- 18,300 Illinoisans die each year due to smoking related diseases.
- 17.1% of high school students use tobacco products, including 3.6% who smoke cigarettes and 16.6% who use e-cigarettes.
- Increasing taxes on all non-cigarette tobacco products to an equivalent rate can generate new revenue, prevent kids from starting to use these products, and ensure that more people who use tobacco quit instead of switching to cheaper products.

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

Add your personal story:

Why are you passionate about this issue?

How can you find a connection to this ask? _____

Sinker

Will you support \$1 million in state funding solely dedicated to colorectal cancer screenings and prevention across Illinois?

Will you support taxing all tobacco product at an equal rate to cigarettes by cosponsoring SB 2338/HB 3606?

Don't forget the "thank you"! The appreciation goes a long way and remember to ask to take a photo with your lawmaker and/or their staff.

Legislative Meeting Feedback

Scan the QR Code to report back digitally



First Name: _____ Last Name: _____

Report Your Impact on Lawmakers:

Lawmaker name: _____ Did you meet with staff: Y N

Name of staff: _____

Did your lawmaker and/or staff share a cancer connection? Y N

Does your lawmaker support maintaining colorectal cancer funding by \$1 Million: Y N

Can you provide details to your meeting:

Will your lawmaker co-sponsor SB 2338/HB 3606 on taxing other tobacco products at an equal rate to cigarettes? Y N

Did your lawmaker and/or staff have any questions you were unable to answer? Y N

Anything else you learned from your meeting that would be helpful to Ally and ACS CAN to continue building a relationship with your lawmakers?