

Hook, Line, and Sinker



The hook, line, and sinker strategy will help ensure you cover key messages and conduct a 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 asks.

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.

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 later!

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

Share your name and where you are from. Remember, you are a voter, a survivor/caregiver/advocate, and their constituent – your perspective matters!

Example: *Hello! My name is Jane Doe, and I live in Rutland, VT. I'm a volunteer with the American Cancer Society Cancer Action Network, and I became an advocate after my own personal cancer battle.*

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.

Why are you passionate about the fight against cancer? _____

How can you find a connection to the asks? _____

Sinker

End with a clear request of the lawmaker, so that they respond with their position on the issue.

Ask:

Will you support S 154, as passed by the Senate, an interim study to improve health insurance coverage for biomarker testing?

**Don't forget the "thank you"!
Feel free to ask for a photo after your meeting**

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