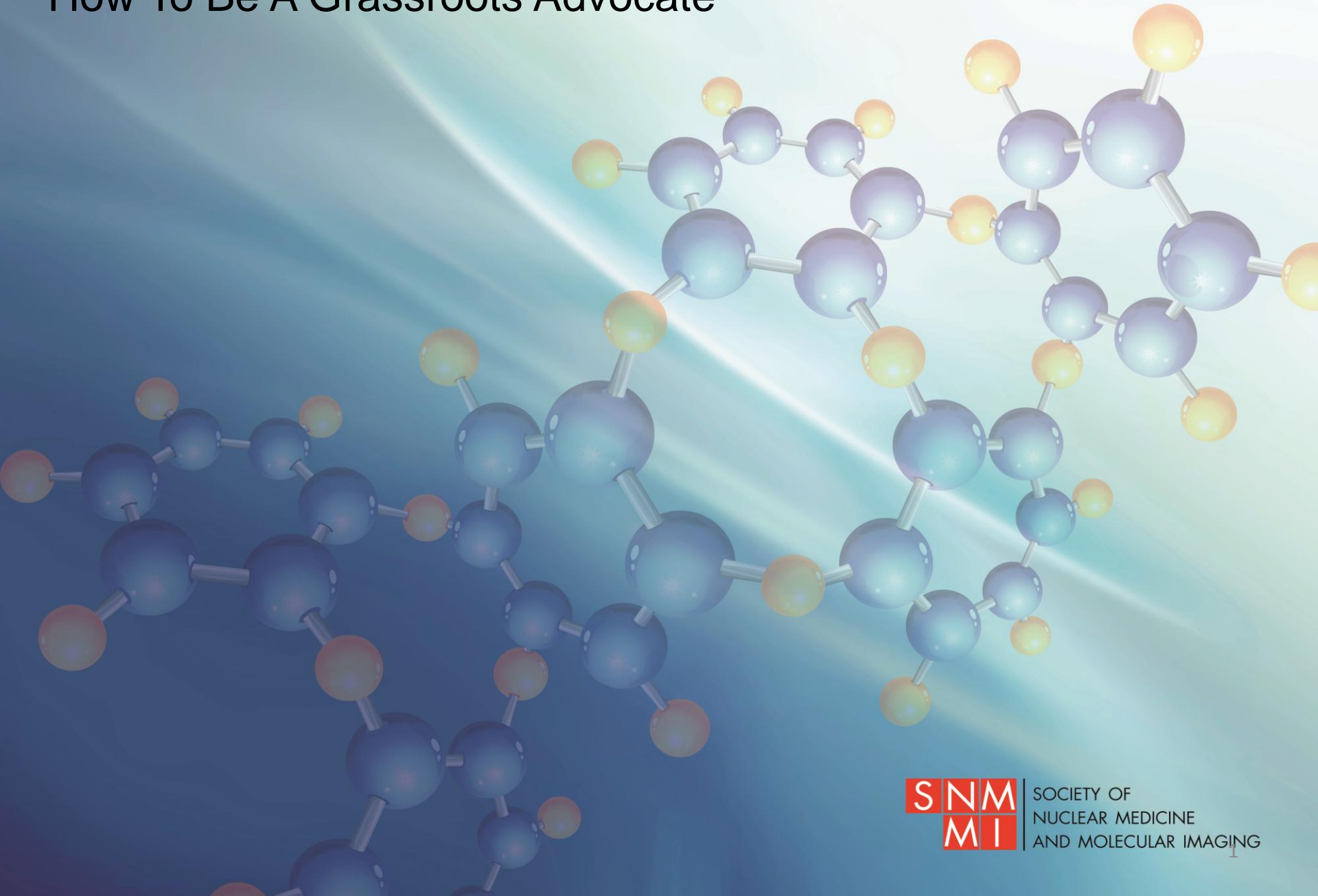


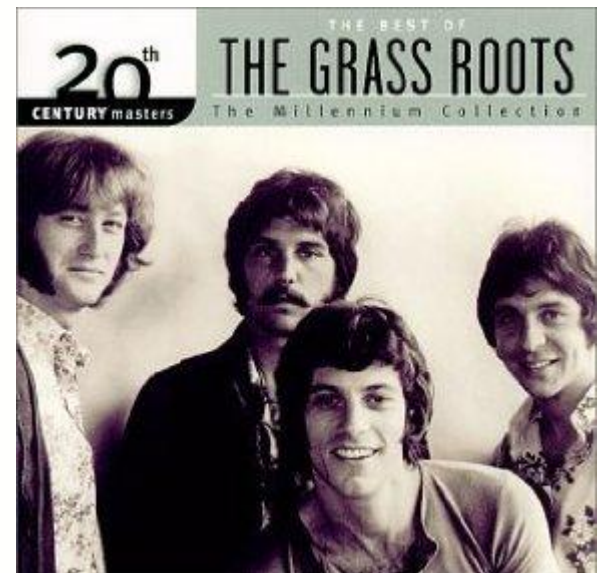
How To Be A Grassroots Advocate



What is Grassroots?

Grassroots:

- *The common or ordinary people, especially as contrasted with the leadership or elite of a political party, social organization, etc.*
- *An American rock band that charted between 1966 and 1975*



Why Should I Care?



- All legislators - federal, state, and local - are politicians whose continued success depends on their ability to satisfy voting constituents.
- Reelection, recognition, and status are powerful motivators.
- Effective grassroots advocacy can wield as much influence as the biggest corporation.
- Grassroots advocacy is the best way to let legislators know how policy affects their local community.

What's Your Message?

- **Selling the issue**
 - What is your issue?
 - Why is your issue important?
 - Is anyone against your issue?
 - What can be done to help the issue?

- **Things to Remember**
 - What is the image that you want to portray?
 - Your “pitch” cannot be a laundry list.
 - It's OK to be on the offensive - respectfully.
 - Be what you are, not what you're not.

The Four Parts of Your Message

1. Emotion
2. Contrast
3. Connection
4. Credibility



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1. Emotion: *how do you want the audience to feel?*
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The Four Parts of Your Message

1. Emotion: *How do you want the audience to feel?*
2. Contrast: *How are you different?*
3. Connection: *Why should your audience care?*
4. Credibility: *Why should your audience believe you?*



“Tell the truth the first time and you don't have to remember what you said.”

Rep. Tip O'Neill

Speaker of the House

January 4, 1977 – January 3, 1987

What is Lobbying?

Congress shall make no law...abridging the freedom of speech...the right of the people peaceably to assemble, and to petition the Government



Lobbying Includes:



- Formal meetings with public officials
- Lobbying days at your state capitol or Congress
- Town hall meetings & campaign events

Do Your Homework

- Know the topic you're discussing
- If possible know a little bit about who you will be talking to & see if you have something in common for small talk
- If you don't know something, offer to follow up with further information

Don't be afraid to say "I don't know"

During the Meeting:



- Be polite & respectful
- Be prepared
- Be brief
- Be efficient – get to the point
- Be specific

During the Meeting:

- Start out with your specific purpose.
- Relate your cause to the official's constituents.
- Show how this will benefit the state, district, or town.



When Scheduling a Meeting, Remember:

- Meetings may not be:
 - Possible to schedule during the busy legislative calendar.
 - With the legislator.
 - Effective – young staffers are often distracted.
- Don't be deterred and don't give up!

Build Support

- Additional meetings
- Letters from individuals
- Letters from organizations
- Letters to the editor
- Call-in radio shows
- Targeted direct mail
- Yard signs



Remember to Follow Up



- A brief email is all it takes
- Thank them for their time
- Repeat the issue you met about
- If pertinent, offer to help in the future
- Send the SNMMI HPRA staff an update



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Dress to Impress





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Most Importantly



Have Fun!