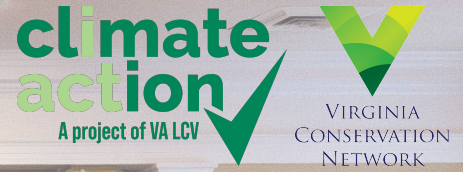
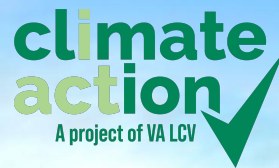


PREPARING FOR CONSERVATION LOBBY DAY



INTRODUCTIONS



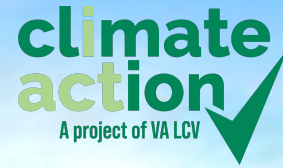
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- Logistics: Road Map & Day-Of Schedule
- Tips & Tricks: Meeting Your Legislator
- Roles & Typical Meeting Structures
- “Decoding” Bill Coding & General Assembly Vocabulary
- Resources
- Breakout Activity: Putting It All Together!

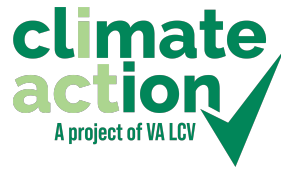
Send your questions in the chat throughout the presentation - we'll answer them during the Q&A!

PRE-EVENT MATERIALS: WHAT TO EXPECT



1. District Team introduction w/ Delegate meeting time email
2. District Team introduction w/ Senator meeting time email
3. Google Calendar invites for those who indicated they want VCN to schedule their meetings (Delegate and Senator meeting time)
4. FINAL REMINDER & MATERIALS email (includes policy videos & fact sheets)

DAY-OF SCHEDULE



7:45 AM Pick up your registration packet, coffee, & breakfast at St. Paul's Episcopal Church (815 E Grace St, Richmond, VA 23219).

8:00 AM Kick Off with legislators (& breakfast!)

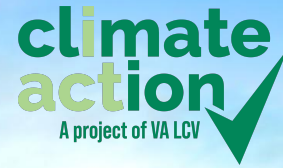
8:45-11:30 AM Legislator-constituent meetings

- Strategize w/ district teams at the church or the GA building.

11:30-2:00 PM Lunch & Debrief at St. Paul's Episcopal Church

- Lunch will be served starting from 11:30 AM.
- View programs occurring during lunch on the event web page.

TIPS & TRICKS: MEETING YOUR LEGISLATOR



YOUR DISTRICT TEAM(S)

- **Expect a small group** of 1 to 10 other advocates from your district.
- **Strategize 2-3 key bills.** You can give additional one pagers.
- **Agree beforehand** on what priorities to focus on.



YOUR CONSTITUENT MEETINGS

- **Dress to Impress:** Professional attire & comfortable shoes.
- **Plan to leave** the church 30 min. before your scheduled meeting time.
- **You may speak** with the Legislator, Chief of Staff, or Legislative Aide.
- **Be flexible.** Meetings are short: 5-15 minutes. Keep your points concise!



IT'S A WRAP! WHAT'S NEXT?

- Ask your legislator what their current position is.
- Thank them for their time.
- Let them know that you will follow up with them with any requested information.



GET A PHOTO & SEND A THANK YOU NOTE!

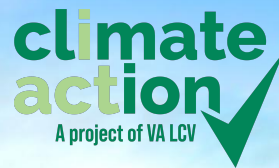
Share the photo on social media,
and tag them to your post.
#conservationlobbyday

—AND—

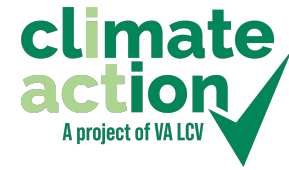
Send the photo to them
in a personalized thank you note
(email or handwritten).



ROLES & TYPICAL MEETING STRUCTURES



Formal Structure



Roles

Leader: Introduces the group and the bill(s) the group is focused on.

Storyteller(s): Individuals share their relevant, personal stories.

Notetaker: Takes notes so the group can follow back up with the lawmaker. Gathers group contact information to share notes.

Closer: Makes final ask for the bill(s) discussed and says thank you!

Time Keeper/Photographer: Makes sure the district team is on time and gives warnings if we are getting behind. *Make sure to ask how long you all have with the legislator.

Meeting Structure

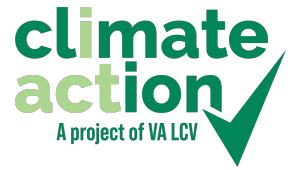
Leader introduces group and issues (1-3 minutes) - Go around the room

Storytellers share their stories (5-10 minutes)

Closer makes the final ask & thanks the legislator/office staff (2-3 minutes)

Get a photo (1 minute)

Informal Structure



Roles

Each person in the group introduces themselves and speaks to what bills they want to see go through/get struck down.

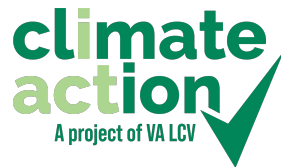
Pros: Everyone can speak to their specific issue.

Con: Takes longer and is less succinct.

Meeting Structure

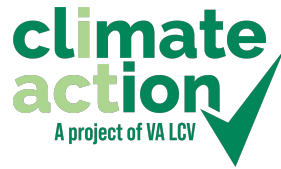
Have an approximate order of speaking decided before your meeting(s) and allot each individual 2-5 minutes depending on district team size.

“DECODING” BILL CODING & GA VOCAB



- HB or SB: Stands for House Bill or Senate Bill
- HR or SR: House Resolution or Senate Resolution
- HJR or SJR: House Joint Resolution or Senate Joint Resolution
- # in the coding implies a budget matter, and budget amendments are numeric
- Frequently used terms: <https://sgr.virginia.edu/frequently-used-terms>

RESOURCES



1. Conservation Lobby Day web page:

<https://vcnva.org/conservation-lobby-day/>

2. General Assembly Advocacy Guide:

<https://vcnva.org/general-assembly-advocacy-guide/>

3. Bill Tracker: <https://vcnva.org/bill-tracker/>

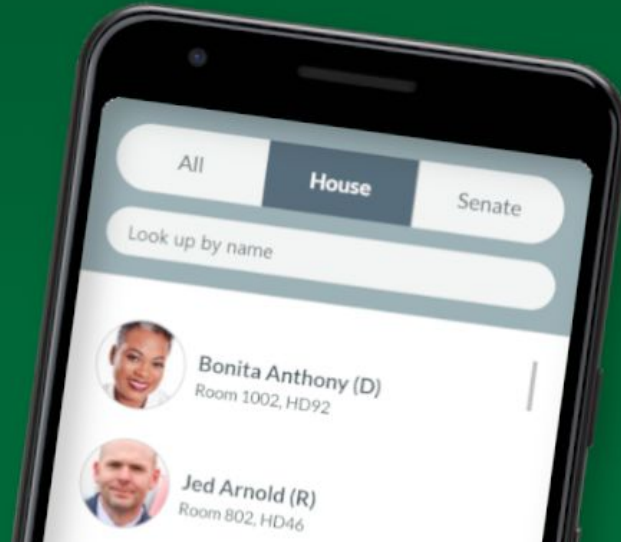
4. General Assembly Frequently Used Terms:

<https://sgr.virginia.edu/frequently-used-terms>

RESOURCES

VPAP General Assembly

POWERED BY
The Virginia Public
Access Project



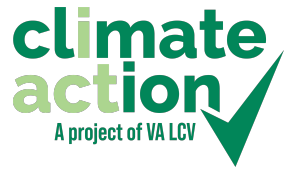
ANY QUESTIONS?

**climate
action**
A project of VA LCV



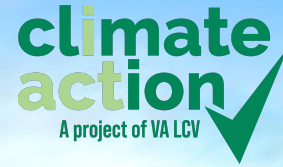
VIRGINIA
CONSERVATION
NETWORK

ACTIVITY: PUTTING IT ALL TOGETHER!



- Breakout rooms of 5-6 people
- Have 15 minutes to practice your lobby meeting
 - 5 minutes to plan
 - 10 minutes to roleplay
- Meet back up and discuss - what worked, what didn't?

WRAP UP REFLECTIONS + FINAL Q&A



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Thank you for joining us!

See you at Conservation Lobby Day!