



National
Kidney
Foundation™

6 Steps to a Successful Advocacy Visit

1. Introduce yourself.

Make that hometown/local connection. Find out how long you have for the meeting. Exchange business cards so you can be in touch with them again.

2. Introduce the topic.

Explain why you've come to see the Member/staff. What issue/problem are you presenting to them and how can they help?

3. Tell your personal story.

Tell them why this issue is so important to you and how it can make a difference to people like you in their state. You are the face of kidney disease. The more they understand your situation and challenges, the more likely they are to want to help. This is the most important part of the meeting!

4. Ask for their support.

You have a problem. They can solve it if they can come together on legislation. To build support for our issue, they need to co-sponsor a bill and vote for it. They also need to provide funds so that the promises in legislation become a reality.

5. Thank them.

Thank them for their time. Let them know that you will be in touch again.

6. Follow-up.

Fill out your lobby report form for the NKF office after you leave the office. Send them a quick thank-you note to cement your relationship and provide any information that came up in your visit.

NKF Government Relations Office

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