



Reinvent your next lobby day or fly-in

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A successful fly-in day comes down to three simple objectives...



Advance your issue



Make your
executives happy



Deepen working
relationship with
Congressional office

So how do you make that happen?

Who's involved?

Overview of roles and responsibilities of various team members involved



Lobbyists: Set your legislative strategy, help secure meetings.



Communications and marketing: Oversee all collateral and supplemental content



PAC and grassroots: Arrange opportunity to attend fundraisers, network

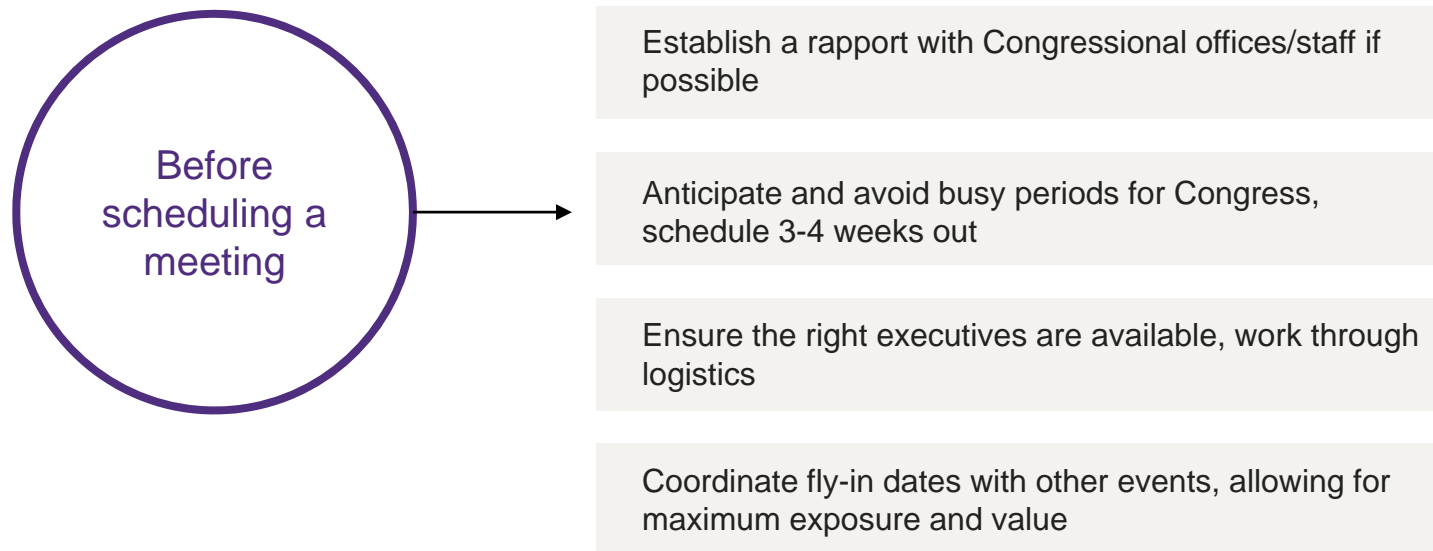


Administrative: Logistics, logistics, logistics.



Subject matter experts: Help executives understand your policy positions, respond to likely questions

Planting the seeds

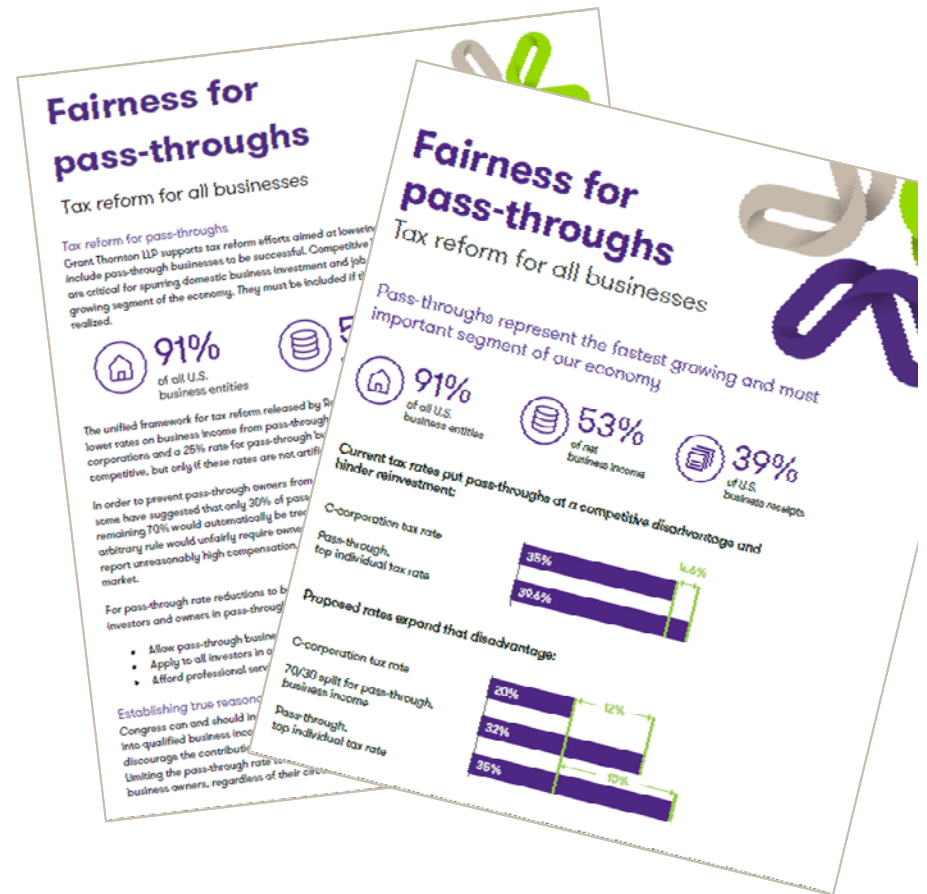


Develop your issues

- 1 No more than 2-3 at a time
- 2 Have technical expertise in subject matter – be ready to answer any and all questions, anticipate objections
- 3 Connect the dots between your issue and member's state/district – tell a story and add value
- 4 Work in an iterative fashion with member of Congress and staff as the issue develops

Policy perspectives

- Don't overwhelm members and staffers with content.
- Try and keep policy perspectives to one page.
- Utilize a variety of mediums, especially visuals like infographics.
- Have a website or landing page set up where materials and additional information can be easily accessed.



Supplemental materials

- Advertising
 - Capitol Hill publications (NJ Daily, Roll Call, The Hill).
 - Radio & TV
- Social media
 - Twitter, Instagram, LinkedIn.
- Don't afraid to get creative
 - Geotargeting on Snapchat or Pandora

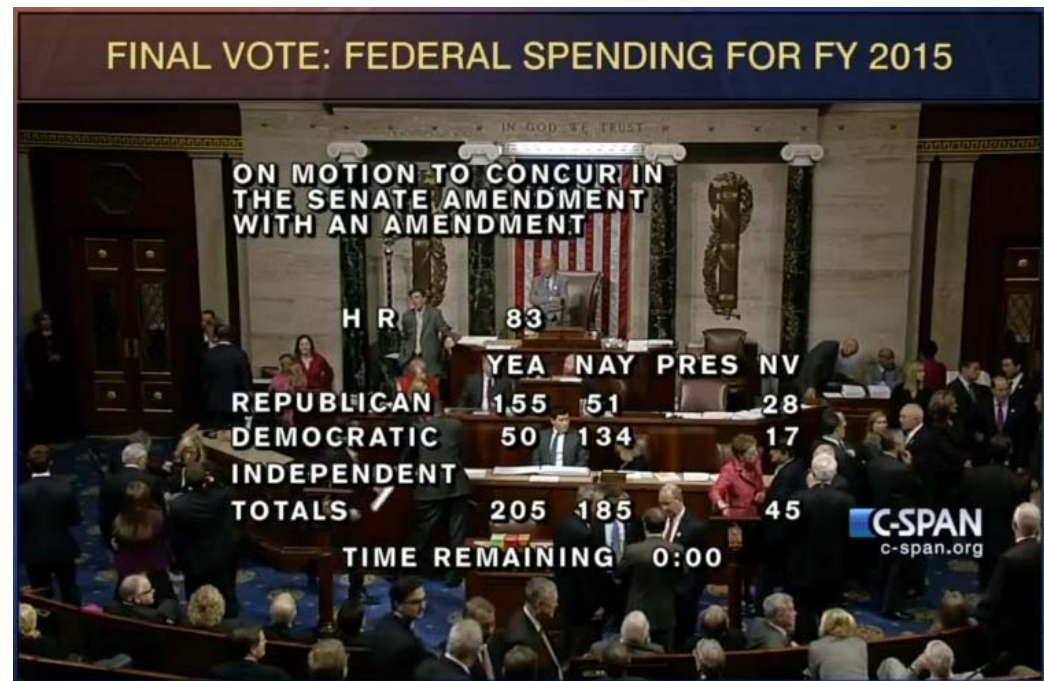
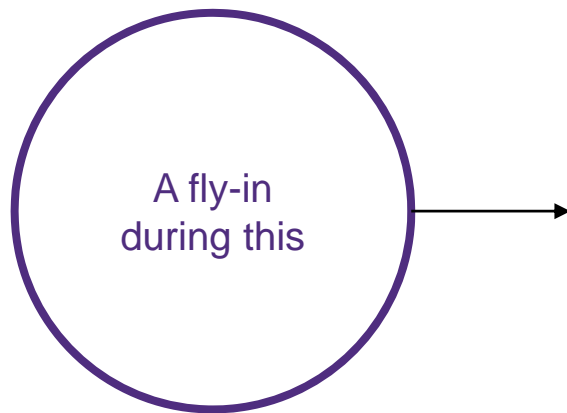


Planning and logistics

- Find a time when Congress will likely be available.
- Get fly-in dates on your executives' calendars.
- Assemble your brain trust.
- Finalize travel.
- Devise strategy for the day.
- Lock-in meetings with Congressional offices
- Off to the Hill!



What you don't want



Selecting which executives to bring

- Role within the organization
- Tenure
- Subject matter expertise
- Constituency
- How active they are in their industry trade associations, community



Make it local

Goal is to have member think of your executive back home when they see you on the Hill

- Walking into a member office with a constituent makes all the difference
- Go into meeting with information about your organization's footprint in state/district – employees, clients, recruiting, community involvement
- Members and staffers prefer to use **local** business leaders as resources



Constituent executive

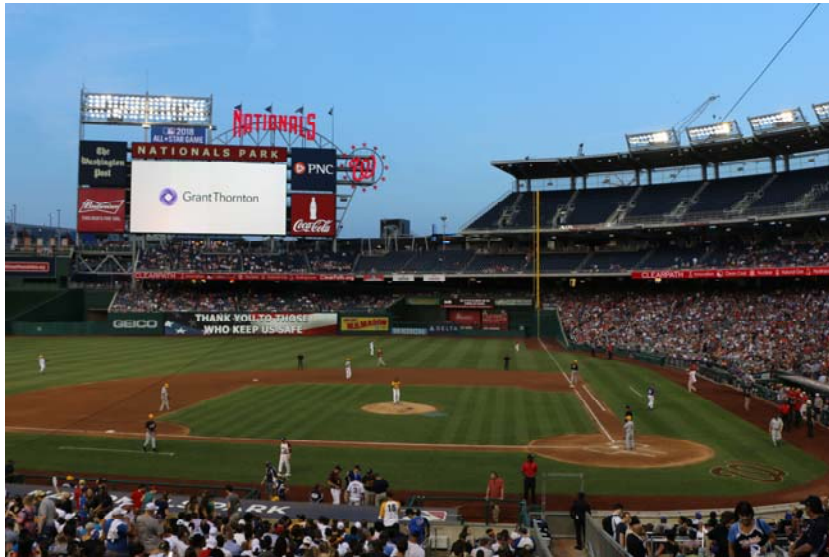
Congressional office

Hill targets



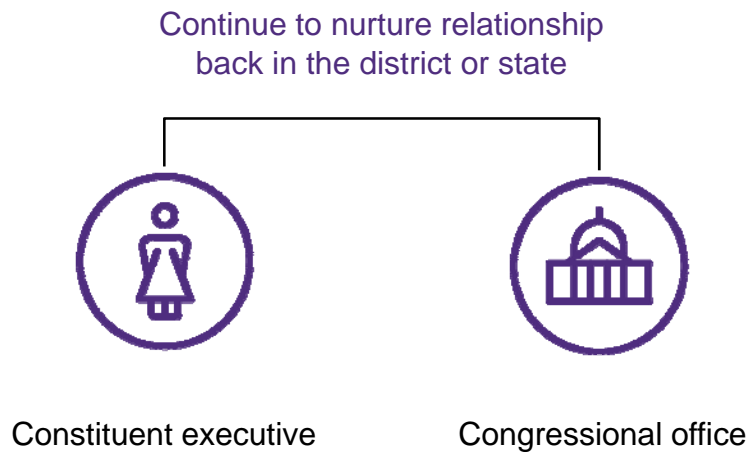
- Committees of jurisdiction
- "Friends"
- Where legislative action presently resides...
 - Senate or House?
 - Republicans or Democrats?
 - Committee or personal staff?
 - White House?

Getting the most out of your fly-in



- Schedule it to coincide with PAC fundraiser or other sponsored events.
 - Creates additional touchpoints for your executives.
 - Offers a more unique and personal interaction than in a typically short office meeting.
 - Allows you to highlight your brand and clout in Washington.

Taking momentum back home



- Encourage executive to continue nurturing the relationship.
 - Meet with state/district staffers
 - Invite member to visit local office
 - Attend town halls and other events
 - Be available as a resource to member and staff

Demonstrating ROI

- Keep leadership apprised of fly-in and share success stories
- Gather advertising, social media, and website metrics
- Make it personal – get your executives on video to talk about their experience.
- Share subsequent issue developments – show that the fly-in made a difference!



Questions?



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