



"Influencing Public Policy from Your Front Porch: Creating Events Lawmakers Will Attend"

Logistics

1. What kind of space is required?
2. What equipment is needed (e.g., a podium, microphones, video camera, projector, laptop, lighting)?
3. What else is needed (e.g., flip charts, notepads, water pitchers, extra chairs)?
4. How will you transport your staff and materials (e.g., signs, handouts)?
5. Is a professional photographer needed? Should your organization take its own photos?
6. How will you invite the audience?
7. What is the target for attendance – total numbers and specific targets?
8. What food arrangements are necessary?
9. Who will staff the Member?

Program/Run of Show

1. Who should be invited to participate or attend (e.g., federal or local officials, community leaders)?
Remember – too many muckety-mucks can spoil an event!
2. Will the Member need briefing materials beforehand?
3. What, if any, handouts or briefing materials should be prepared for the audience?
4. What research will your staff have to do to prepare these materials?
5. How much extra time should be built into the agenda to accommodate late arrivals of speakers?
6. How will you handle last-minute guest or speaker cancellations?
7. What materials do you need to bring to ensure your event is well-branded (e.g., banners behind speakers, Twitter info on podium, etc.)?

Press – Coordinate with Press Office for Member (they have extensive lists!)

1. What type of reporters or media are you trying to reach (e.g., dailies, weeklies, TV, radio, blogs)?
2. How can the event be shaped to attract them?
3. How should reporters be notified (e.g., press release, e-mail or phone calls)?
4. Are briefing packets necessary?
5. What, if any, equipment setups are needed to accommodate radio and TV reporters?
6. Will the Member have press availability with reporters before or after the event?
7. What, if any, follow-up press activities should you pursue after the event (e.g., press release, editorial board meetings, columns or op-eds)?
8. Have you forgotten your social media strategy?

Advance Work

1. Who will test the equipment prior to the event?
2. Is the lighting adequate?
3. Will a photographic backdrop be used?
4. Who will test drive the Member's planned event route to ensure there is ample travel time?
5. Does the office need to obtain security or police assistance?
6. Whom should the office contact if serious disruptions or threats are made?

Follow-Up – Complete as much of this as possible *before* the event!

1. To whom do you need to send thank-you notes or place follow-up calls?
2. Have you coordinated your follow-up with your social media strategy?
3. What bills will have to be paid?
4. What type of evaluation should be conducted to assess the event's success?
5. What would you do differently next time around?

T H E P A R T N E R S H I P F O R *A More Perfect Union*

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Resources for Partners:

- Advanced Training for Experts
- Access to Raw CMF Research & Data
- Surveys of Congressional Staff
- Lobby Day/Fly-in Day Training
- Webinars for Grassroots Supporters
- On-Demand Video Training