

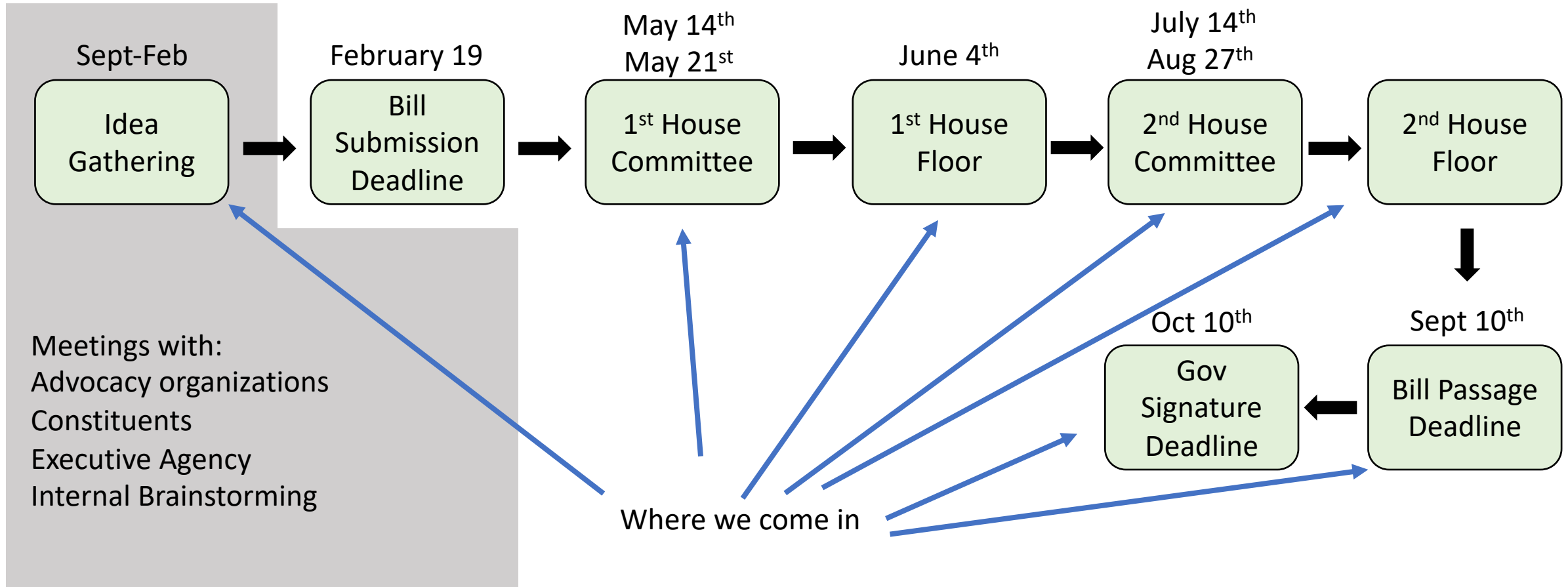
Pitching to Policymakers

STEM Solutions

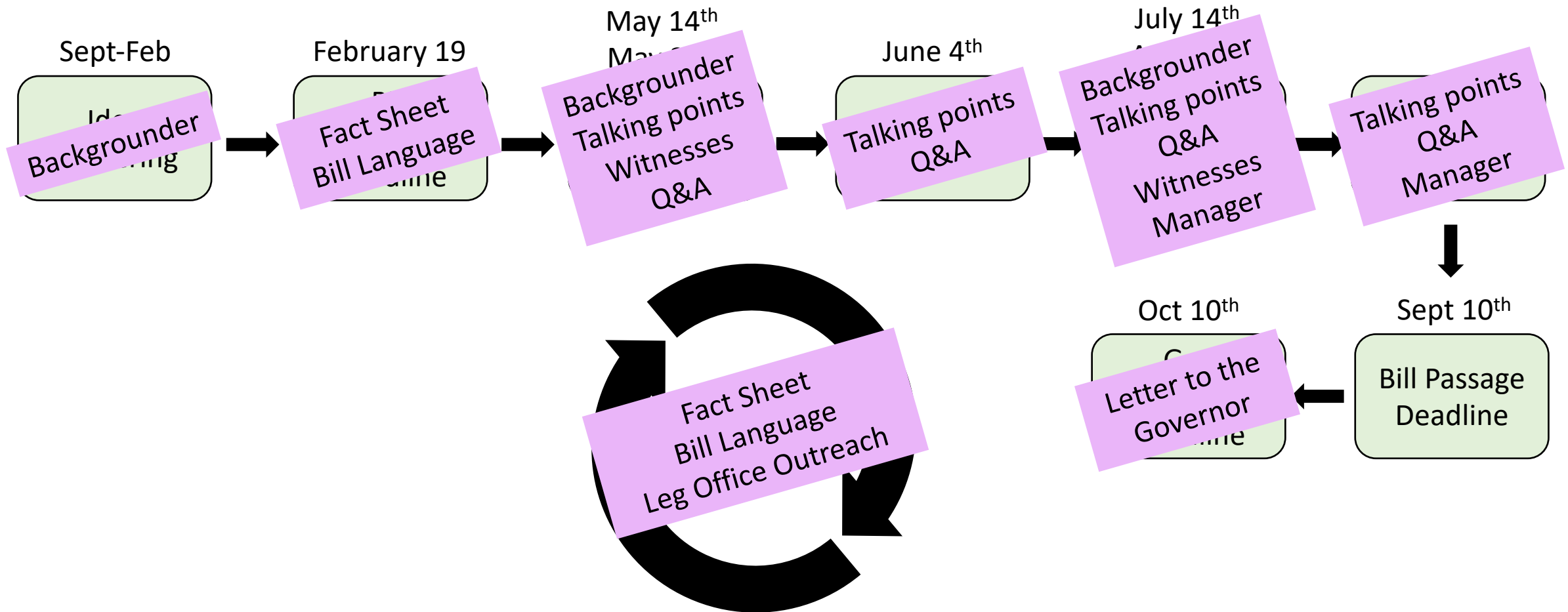
Overview

- Legislative Crash Course
- Proposing Legislation
- Legislative Meetings
- After the Meeting
- Refining your Pitch
- Practice Time!

Legislative Timeline



What is Needed to Carry a Bill



What Determines if a Bill is Selected

- Who supports and opposes?
- Will it be controversial?
- How much does it cost?
- Is there a sponsor?
- Is it a hot topic? (“ripped from the headlines”)
- Is it complicated/technical?
- Does it match the legislator’s interest/brand? Is it a priority?
- Does it address a constituency or a district issue?
- Does the member have room in their bill package?
- Does the member have the time and human resources to staff the bill?

Before meeting, visit the legislator’s website, twitter feed, other news.

Legislative Meetings - Scheduling

- No promises!
- An opportunity to advocate for your bill idea
 - Typically with a legislative staffer – this is a good thing
 - Assigned to your subject matter area
 - Influence which bills the member decides to run
 - If your bill is selected, you may be working with that staffer

To set up (we will handle this):

1. Call their office
2. 1-sentence on your bill area and that you have a bill proposal
3. Ask if it would be possible to get in touch with staffer responsible for that issue area
 - If they don't transfer you, likely will get email contact info
4. Email to set up meeting time, offices likely have a zoom account or conference line (depends on staffer preference)
5. Provide them with very basic background information (they may or may not have time to look at it)

Legislative Meetings - During

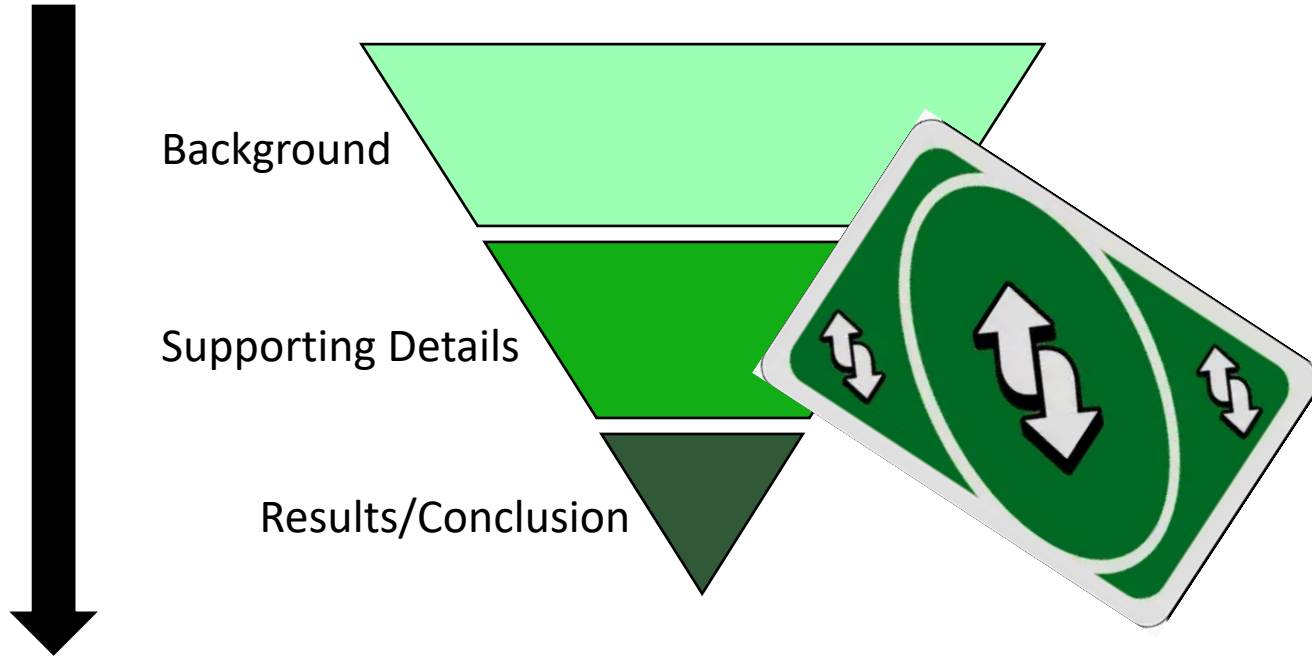
- They may have to reschedule the day-of, flexibility is key, reschedule
 - They may have to leave in the middle of the meeting, do not take it personally
1. Thank them for their time
 2. Introduce yourself & STEM Solutions (we will handle this)
 3. Transition into your bill pitch (we'll turn it over to you)
 4. Ask if they have any questions
 - Who you've reached out to, where do X organization stand, how much will it cost, how to pay for etc..
 5. Thank them for their time
 6. Give the staffer a leave behind (we won't be doing this)

Legislative Meetings - After

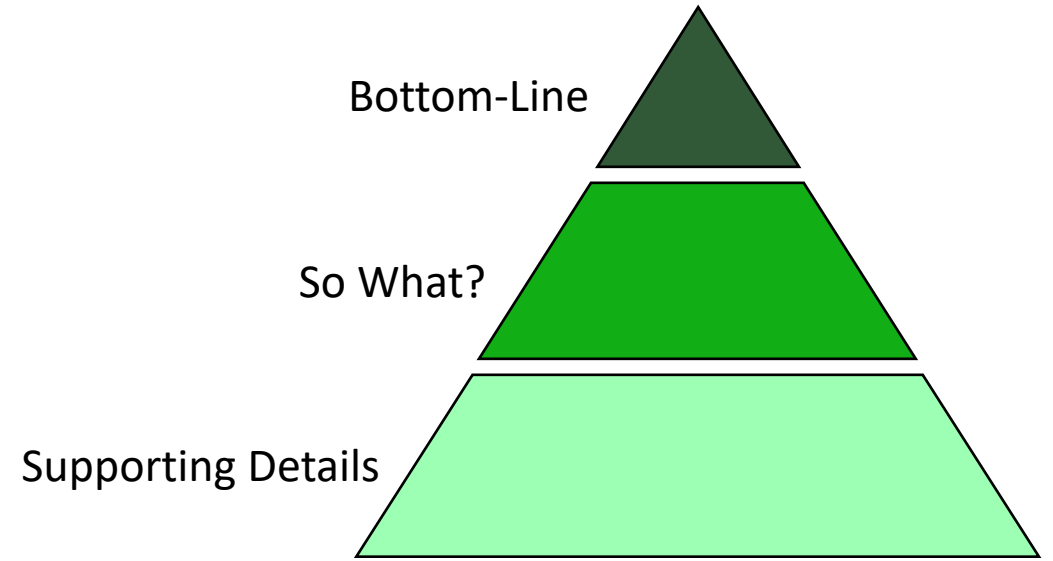
1. Immediately after – write down any concerns or suggestions that were raised by the staffer. (we'll work with you)
2. Within 24 hours - thank them for their time and answer remaining questions (we will do this)
3. Within 1 week, thank them again for vetting your bill and see if there has been movement in considering your proposal (we will do this)
 - It's your job to ask and their job to say yes/still looking/no
4. If selected for their legislative package, what happens next will depend on the office.
 - You might be involved in creating materials, or the office may take over from there.

Questions and Break

Pitching to Legislators



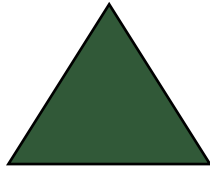
Science Talks



Policy Pitch

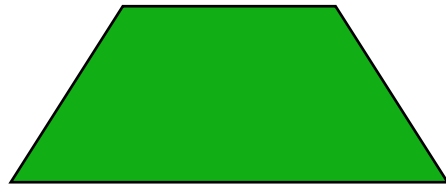
Pitching to Legislative Offices

Bottom-Line



- What is the big problem/policy gap
- What is your policy solution – avoid jargon

So What?



- Are there district implications
- How Californians are affected
- Why else their member should care

Supporting Details



- What groups might be supportive
- Counter arguments to opposition
- How will it be paid for
- Where else has this policy been implemented

Answering Questions

- Be brief and avoid jargon
- It's ok to say you don't know, but promise to follow-up if possible
- We're there to help if we can answer questions about process, STEM Solutions, ect..

Practice Time!