



Prepare and Practice Meeting Coordination Instructions

Please use these instructions to connect with fellow advocates from your state and Congressional district during the Feb. 24 (3:15PM - 4:30PM ET) Preparation and Practice meeting coordination session.

If you are a **delegation of one** and are the only advocate from your state or Congressional district, you may join with a nearby state delegation so you have the option to work through meeting preparation alongside fellow advocates.

Your Five Steps for Meeting Coordination:

1. **Briefly introduce yourself** to your fellow advocates, especially any advocates who were not with the group during the Networking Lunch. Share a little about yourself and your advocacy experience.
2. **Compare your schedules** to see who else is in each of your House and Senate meetings. Not everyone from your state and district will be meeting with the same offices. If you are scheduled to meet with all representatives from that state and the schedule is too tight, you should coordinate within your group to determine which meetings to go to. Make sure each meeting has at least one person attending and you must attend the meetings that you are a constituent (unless there are other constituents also attending).
3. **Get to know your audience.** If you did your homework, you should be ready with this information. However, if you did not, you will need to learn about the different members of Congress you'll be meeting with and review their committee assignments. Take note of which issues they are most interested in and active on, and how that might relate to issues affecting museums and our key "asks" for this year.
4. **Prepare for each meeting.**
 - Think about the order of speakers, who will say what (see "Survey the group" below), and how individual advocates or a speaker for the group will introduce participating advocates and the group.
 - This is especially important if you have a large group of advocates (more than 10 advocates) in a single meeting. Use this time to plan for how you will approach those meetings.
 - Who will cover each of the field-wide legislative "asks" in each Congressional meeting?
 - Who has a powerful impact or other story to share about their museum / work, and who will share which stories in which Congressional meetings? Think about which stories match best to different legislator's interests and priorities.
 - **Keep in mind, politics is local.** Those who live in the district or work for a museum in the district are going to be the most important people in the room to that office.
 - Review **updated issue briefs**, and use the sample meeting outline provided by AAM if helpful. (**NOTE:** The meeting outline is for advocates and is **NOT** to be handed out in Congressional offices.)
 - If you are part of a larger group (any group over the size of 3), should identify a "meeting manager" for each meeting (it can be a different person for each meeting) who will guide the group through the meeting, ensure the meeting stays on track and ensures the meeting ends on time. You might want one of the constituents the "meeting manager"



- Meetings vary in length of time (anywhere from 10 to 30 minutes) and can change at the last minute, so work with your group to ensure you have a plan in case the meeting has to be cut short. What issues/stories to prioritize in a shortened meeting.
5. **Survey the group.** Determine how you want to cover key information during your Congressional meetings and share your stories with your Congressional offices.
- The purpose of Museums Advocacy Day is to speak with one impactful, unified voice about the essential value of museums. Decide who will cover each of the key legislative “asks” in each meeting.
 - Who has a completed [Economic Impact Statement](#) or [Educational Impact Statement](#) to share? Who will be including [national](#) and [state-wide](#) **Museums as Economic Engines** economic impact data into their story or as part of the policy asks? Who will include some of the Museums are Community Infrastructure talking points?
 - Does anyone have any additional statewide, regional, or other information or legislative / policy issues to share with the group? Does the group agree to raise those during meetings and who will do so?
 - Has anyone met with these Congressional offices, members of Congress, or their staff before (in Washington, D.C. or back home)? Is anyone in the group a professional lobbyist who works regularly with these offices and may have additional information to share about these offices?
 - Is there a regional or state museum association representative or experienced advocate in your group who can share their experience and help coordinate the group?
 - Have any of the elected officials or their Congressional staff visited your museum or otherwise engaged with you or your museum or organization before?

Make a Plan to Complete the Online Meeting Report Form. You may select one “recorder” for the group, or you may each complete a report for each meeting. You can find the “[Meeting Report Form](#)” link in the Advocacy Day App or in the [Museums Advocacy Day Event Center](#) (using the **2025Advocate** password for registered participants only, as provided in participant emails).

Your Meeting Checklist and Our Best Advice for Congressional Meetings:

Keep your communications clear, simple, and direct. Sharing your priorities helps lawmakers and staff understand your needs as a constituent. The goal is to build a long-term relationship with lawmakers and staff. You may not be able to cover every detail of every issue in every meeting, and that’s okay. You can continue to share updates and information to help make our case for museums after the meeting.

Building rapport is more important than ever. You can always start a conversation or meeting by thanking offices and staff for their time and for any support they have given in the past.

Flexibility remains key.

Plan to follow up. After your Congressional meetings be sure to send a thank you note to the offices you met with thanking them for their time, share any materials you referenced during your meetings and conversations, and reiterate the key asks you made. AAM will also continue sharing information about critical times to weigh-in with offices. The key to success in advocacy is continuing to maintain contact and build relations with offices.