

# Hook, Line, and Sinker



**The hook, line and sinker strategy will help ensure you cover key messages and conduct an effective and successful meeting with your lawmaker.**

## **Hook: Who You Are**

Tell them who you are. Remember, you are a voter, a survivor/caregiver/advocate and their constituent. Make sure everyone in the group introduces themselves. Be careful. A little small talk is acceptable but stay on message and don't be drawn into storytelling off topic – you'll never know where the time went!

State why you are here by introducing the ask/s.

## **Line: Share your stories and statistics.**

Be informative, be thorough and be concise. Provide your lawmaker with personal stories. They'll appreciate real-life examples that put a human face on the issue. Discuss how the legislation will directly affect you, your friends and your family. Personal stories truly make an impact and achieve results.

## **Sinker: The Request**

Ask your legislator their position on the issue. Be polite, direct and specific. Wait for their response. It is important to get a clear answer to provide on your report back form.

Answer any questions to the best of your ability. If you don't know the answer, it's OK to say "that's a good question, I'm not positive on the answer, and I'll need to get back to you." Don't answer any questions you're not 100% sure you know the answer to – make sure to list them on your report back forms. This is an excellent opportunity for staff to follow-up with the lawmaker after our day!

Leave on a positive note. As you wrap up the conversation, repeat one last time what action you hope the lawmaker will support. Make sure your lawmaker and/or their staff member receives a copy of the leave-behind materials. Thank them for their time and offer to be an ongoing resource.

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# Hook, Line, and Sinker, Continued



## Hook

Who you are, where you're from -- Leader introduces the rest of the group.  
"We are here to today to ask for..."

## Line

What is the problem we are trying to solve? \_\_\_\_\_

What is the proposed policy solution?

\_\_\_\_\_

What is a data point to back up that solution? \_\_\_\_\_

**Share your cancer connection and how it relates to the ask.**

**Add your personal story:**

Why are you passionate about the fight against cancer?

How can you find a connection to the days asks? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Sinker

"In conclusion..."

We're asking \_\_\_\_\_

Will you support Medicaid expansion protection to help cancer patients by

\_\_\_\_\_

**Don't forget the "thank you"!  
The appreciation goes a long way  
Feel free to ask for a selfie AFTER your meeting**

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