

# Agenda: Timeline of Events



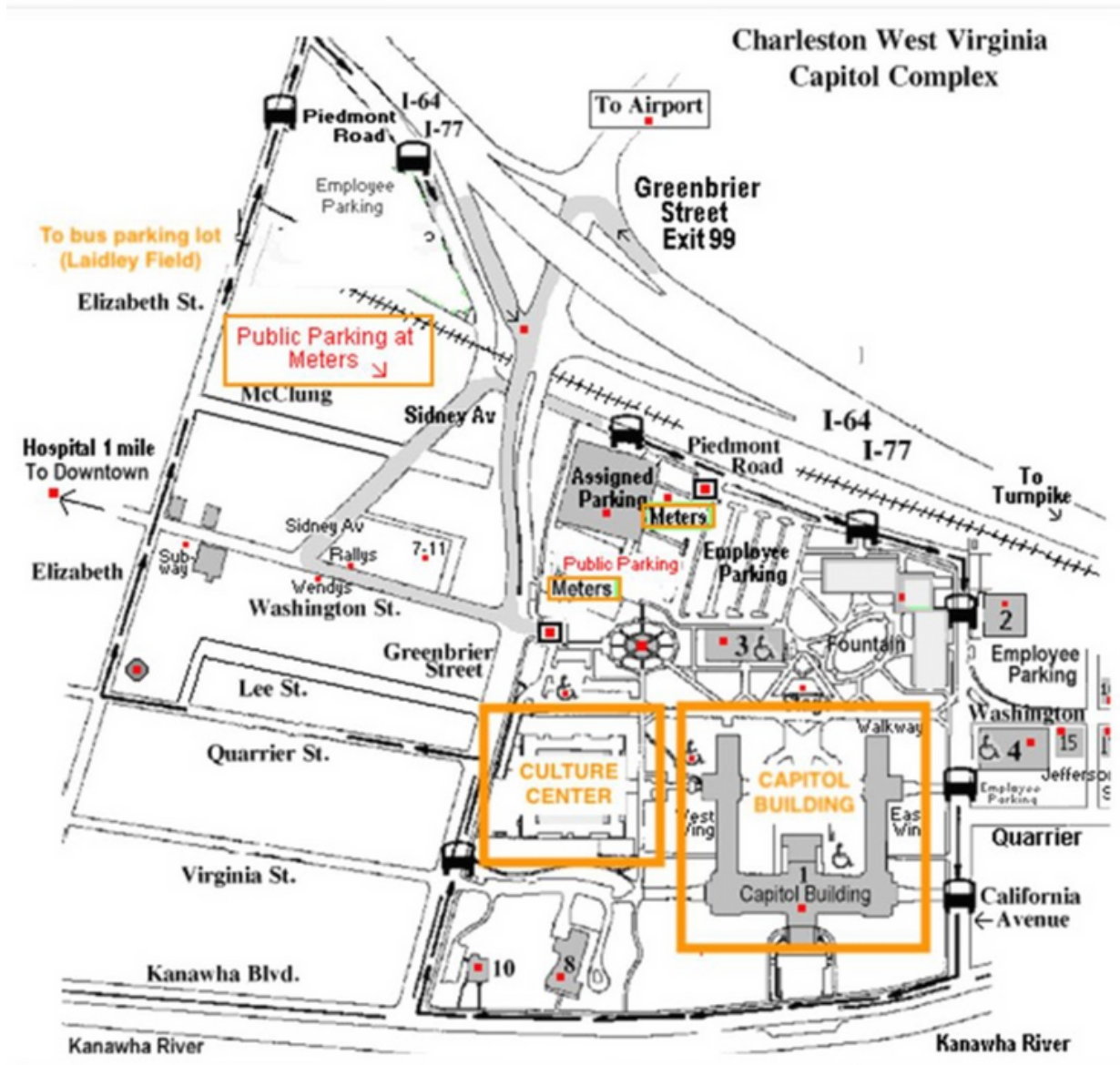
- 8:00 a.m.** Check In, Breakfast, and Networking  
*Location: Room 252M*
- 8:20 p.m.** Policy Updates: **Understanding Our Ask**  
Doug Hogan, *Government Relations Director*  
*Location: Room 252M*
- 8:30 p.m.** Lawmaker Outreach Prep: **Understanding Our Power**  
*Katie Rose Garden Grassroots Manager, then Breakout groups.*  
*Location: 252M*
- 8:45 a.m. - 10:50 a.m.** Meetings with Lawmakers & Volunteers
- 10:50 a.m.** Meeting in Front of the House Chamber entrances
- 11:00 a.m. - 11:15 a.m.** Valentine Delivery to House Members
- 11:15 a.m. - 1:00 p.m.** Report Back Form & Thank You Notes, Debrief  
*Location: Governor's Conference Room*

**#WVCAD24**

# West Virginia Capitol Parking



- **Parking Info: Personal Vehicles**
- Personal vehicles can be parked at Laidley Field.
- A free shuttle service is provided between the Capitol Complex and the Laidley Field parking area. The shuttle departs from Laidley Field, starting at 6:45 a.m. and ending at 5:15 p.m. Each stop is served approximately every 10 -15 minutes. The shuttle does not operate typically between 9:30 a.m. and 11:30 a.m. and 1:45 p.m. and 3:00 p.m.
- If you ride to the Capitol, go to the Capitol entrance across from the Cultural Center to enter the Capitol. The shuttle bus is handicapped accessible.
- For more shuttle information, call the Parking Section at 304-558-3062 or Piedmont Guard House at 304-558-0248.



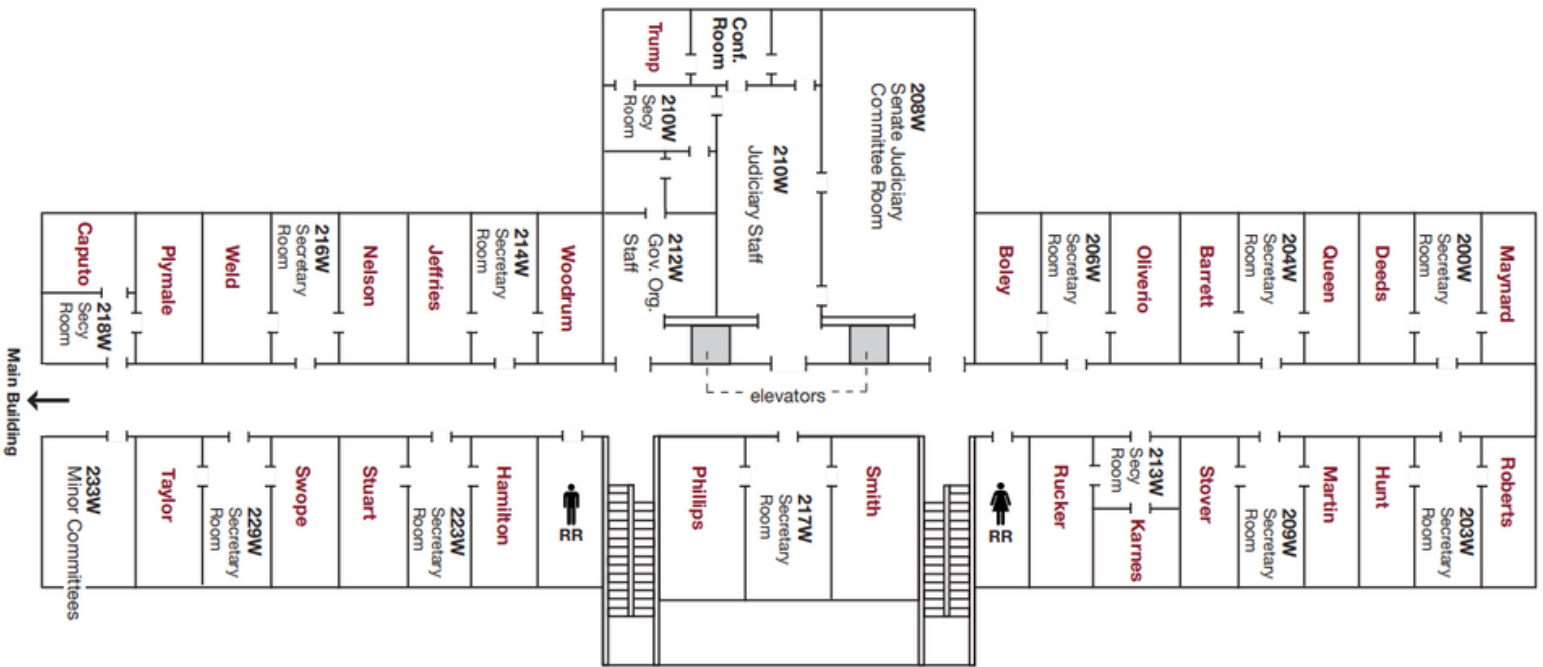
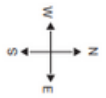
#WVCAD24

# West Virginia Capitol- West Wing Second Floor



## WEST VIRGINIA STATE CAPITOL MAPS

West Wing - Second Floor - Senate



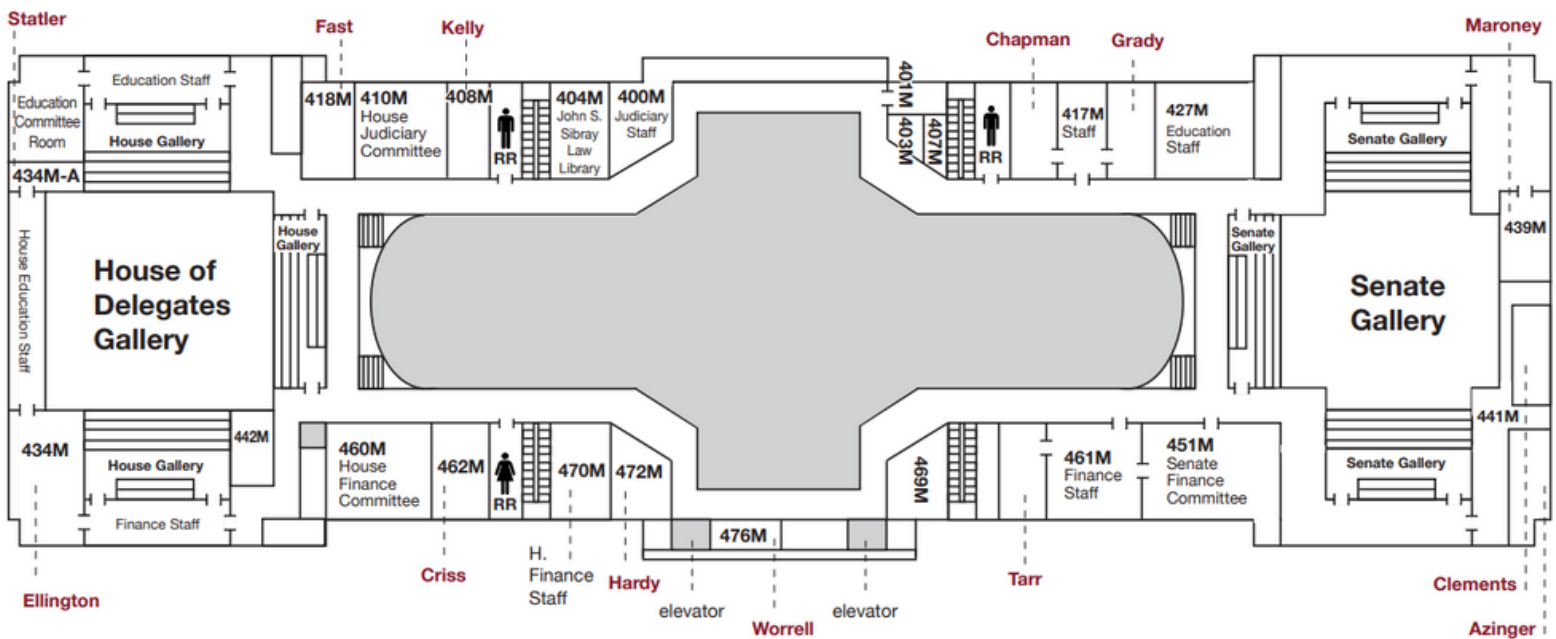
#WVCAD24

# West Virginia Capitol- Third Floor



## WEST VIRGINIA STATE CAPITOL MAPS

Main Building - Third Floor



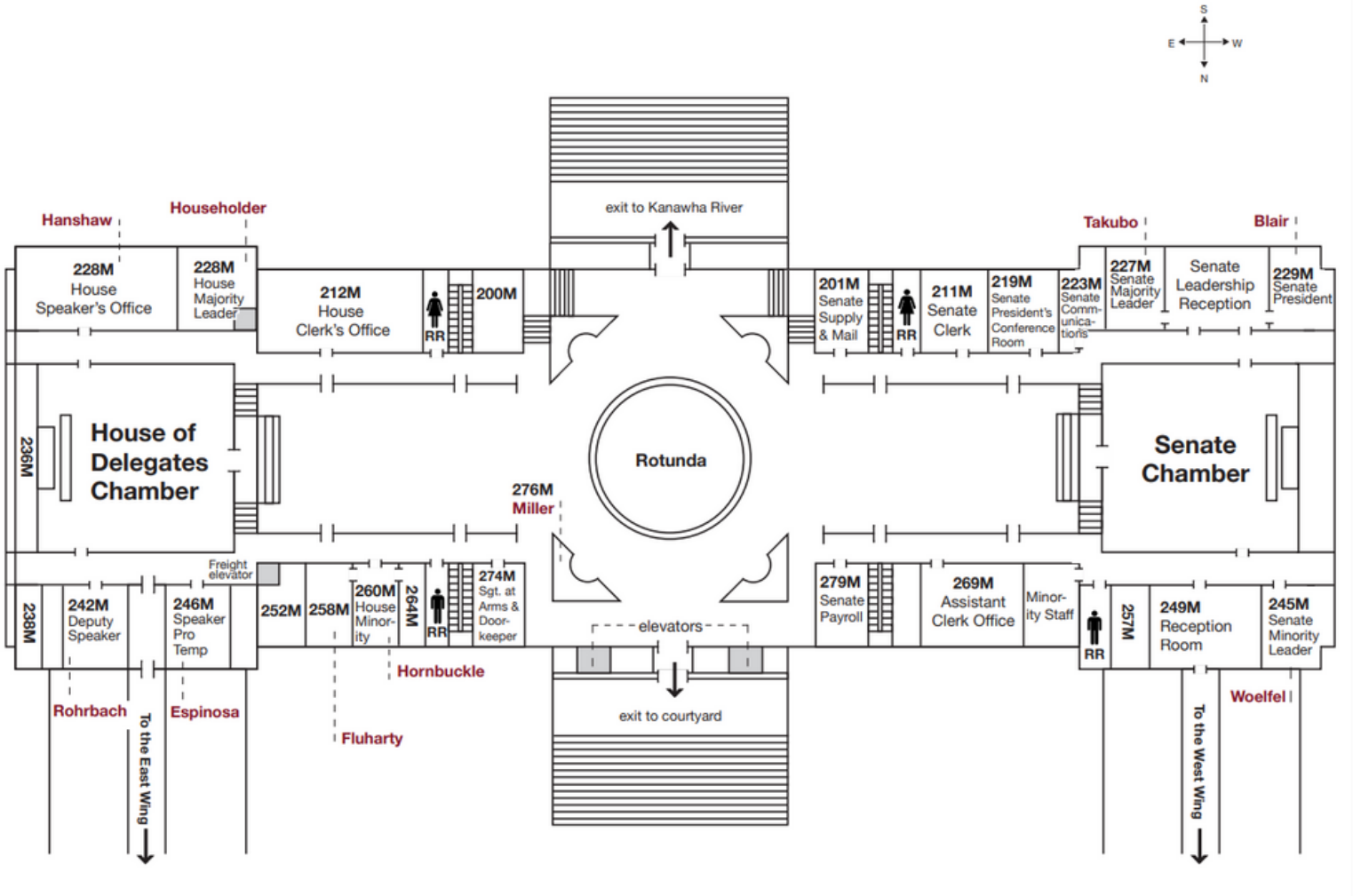
#WVCAD24

# West Virginia Capitol- Second Floor



## WEST VIRGINIA STATE CAPITOL MAPS

Main Building - Second Floor



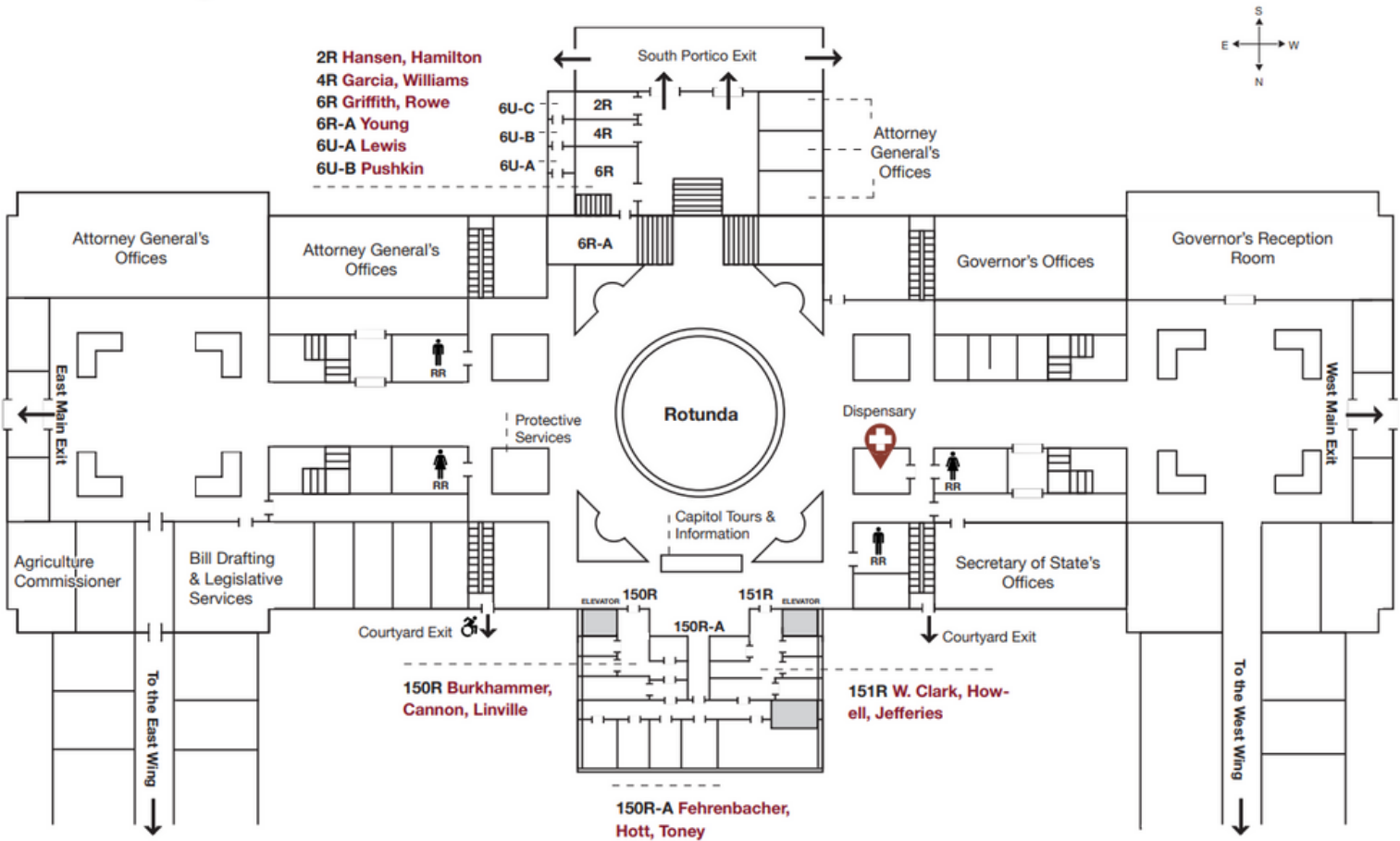
#WVCAD24

# WV Capitol- First Floor



## WEST VIRGINIA STATE CAPITOL MAPS

### Main Building - Ground Floor



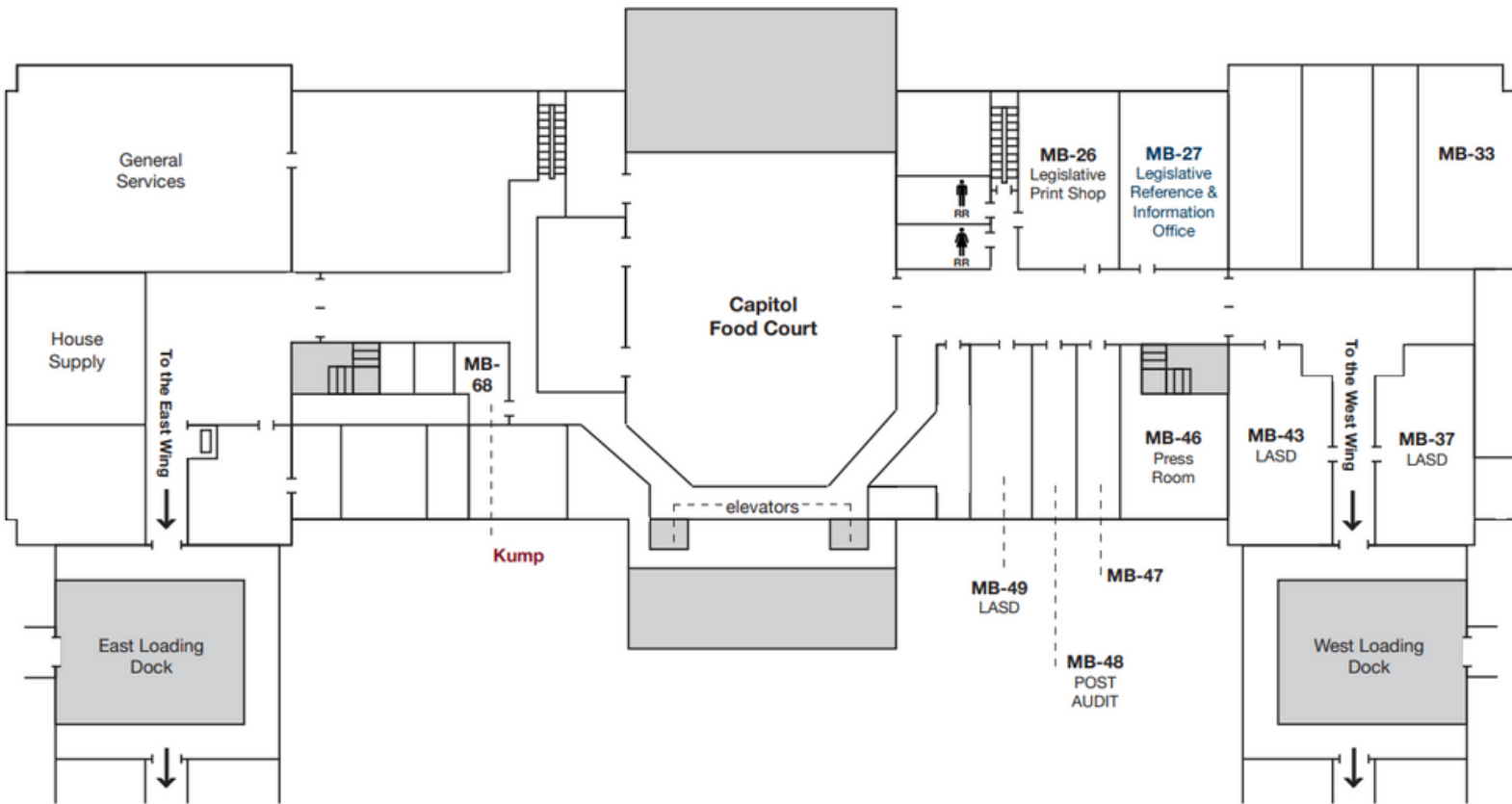
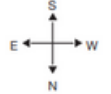
#WVCAD24

# West Virginia Capitol- Basement



## WEST VIRGINIA STATE CAPITOL MAPS

### Main Building - Basement



#WVCAD24

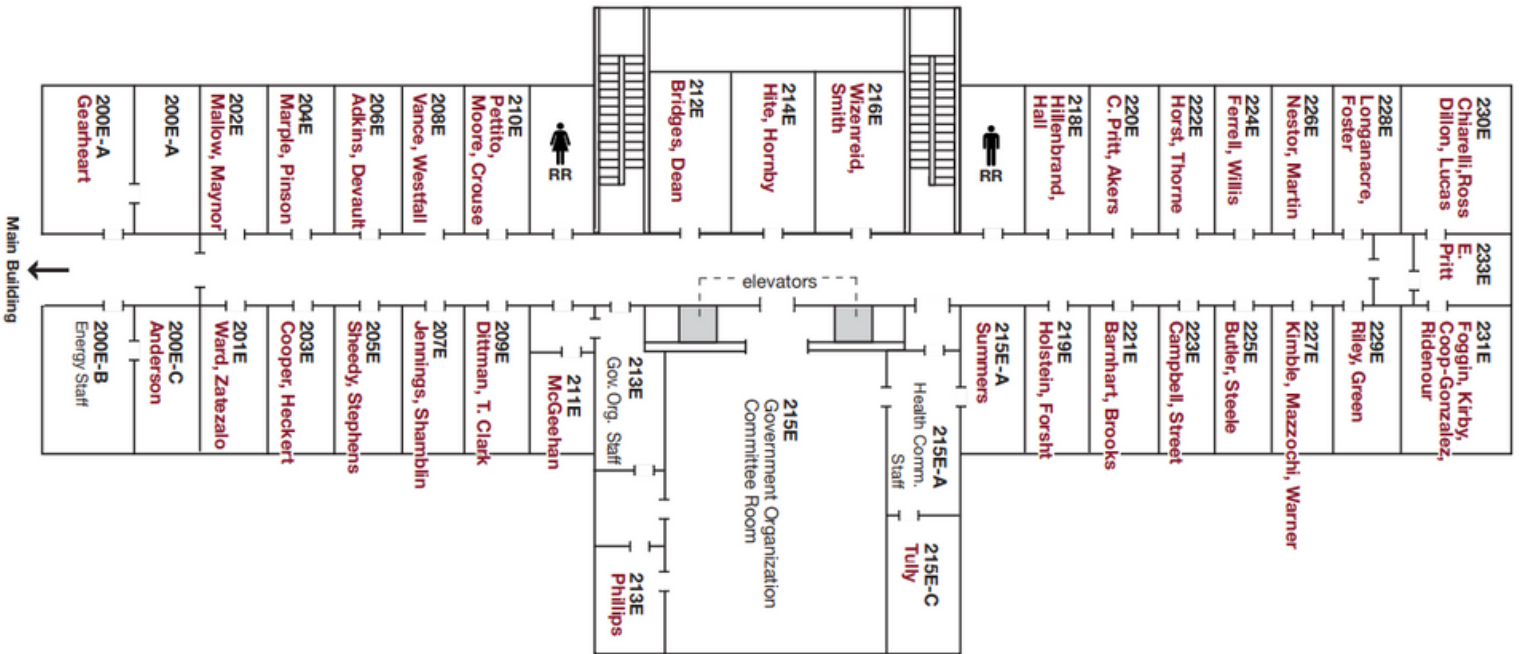
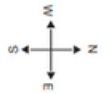


# West Virginia Capitol- East Wing Second Floor



## WEST VIRGINIA STATE CAPITOL MAPS

East Wing - Second Floor - House of Delegates



#WVCAD24



# Day of Reminders



## What time?

- Please arrive at the breakfast by 8:00 a.m.
- Plan about 15–20 minutes to park and walk over

## What to wear?

- We encourage business casual clothing and comfortable shoes

## What to bring?

- Travel lightly! You will need to go through security at the entrance of each building
- Bring your cell phone for photos with your lawmaker and our team throughout the day

Will I go through security?

- Yes, you do have to go through security upon entry, but everything is in the same building

**#WVCAD24**

# 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.

**#WVCAD24**

# 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 House Bill 4983 to Increase funding for the Division of Tobacco  
Prevention by 5 million dollars 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**

**#WVCAD24**

# Lawmaker Meetings: Suggested Script



"Thank you, Representative/Senator \_\_\_\_\_, for taking the time to meet with your cancer-fighting constituents today.

My name is \_\_\_\_\_ and I am an ACS CAN volunteer. With me are constituents and advocates from around your district to talk about their cancer stories. **Introduce constituent(s) in the room with you.**

During this meeting, we would like to discuss:

- **Increasing funding for West Virginia's Tobacco Prevention and Cessation Program to \$16.5 million annually to prevent kids from starting to use tobacco and help people already addicted to tobacco quit.**
- **Support HB 4983**

**This is important to me because (share your personal story and connect it to the importance of increased Tobacco Prevention funding. If another volunteer has a personal story that has a strong connection, please introduce them and have them speak. Keep it brief.)**

## The ASK:

- **We want to ask you to support the passage of HB 4983- To fund the Tobacco Use Cessation Initiative. With this additional funding, we can work toward investing in Tobacco Control to Reduce Taxpayer Costs, Protect Kids, and Save Lives.**
- **Will you support increasing funding for West Virginia's vital tobacco prevention and cessation program to \$16.5 million annually to reduce taxpayer costs, protect kids, and save lives?**

*Remember, we want to hear a yes or no answer.*

- If your elected official answers yes to this question, that is great! Thank him/her for their support.
- If your member answers no, ask why and if there is further information you can provide after the meeting. Include that information on your report back form.
- If your member doesn't give a direct yes or no answer, ask for clarification.
- You should plan to follow-up with your House Representative 1-2 weeks after your meeting (by phone or email) to ensure their questions are answered and check on their level of support.

**Please note:** this script is a framework for your conversation. Please feel free to elaborate and share your personal cancer story and use information from the fact sheet and talking points.

# Lawmaker Meeting: Do & Don't



## Do:

- Look and act professional
- Introduce yourself and tell the legislator where you are from
- Stay on message
- Be prepared to wait
- Know the asks and something about it
- Be efficient and articulate; the meeting should be brief and concise
- Ask for your legislator's support for the issue
- Stop discussing the issue if you get a "Yes"
- Leave a one-pager about the issue
- Turn off your cell phone
- Thank the lawmaker (be sure to also send a thank-you note)

## Don't:

- Attempt to answer questions you don't know the answer to or commit to anything you aren't certain of
- Get angry or hostile
- Get distracted by small talk
- Mention your political affiliation
- Leave behind materials that aren't provided in this packet
- Lobby on other issues
- Get defensive if an elected official doesn't support our legislation

#WVCAD24

# Lawmaker Meeting: Schedule



## Keep track of your meetings:

Chamber	Name	Meeting Time	Meeting Notes	Do they support or oppose?	Do they have a cancer story?
House					
House					
House					
Senate					
Senate					

### Meeting Outline:

**Hook:** Leader makes introduction.

**Line:** Explain the need.

**Sinker:** Make the ask.

### Remember:

Be polite and professional to lawmakers and interns.

It is okay to look at your notes!

Your personal story matters more than anything else.

Your legislators work for you and your voice matters

**#WVCAD24**

# Lawmaker Meeting: Schedule



## Keep track of your meetings:

Chamber	Name	Meeting Time	Meeting Notes	Do they support or oppose?	Do they have a cancer story?
House					
House					
House					
Senate					
Senate					

### Meeting Outline:

**Hook:** Leader makes introduction.

**Line:** Explain the need.

**Sinker:** Make the ask.

### Remember:

Be polite and professional to lawmakers and interns.

It is okay to look at your notes!

Your personal story matters more than anything else.

Your legislators work for you and your voice matters

#WVCAD24



# Lawmaker Meeting: Schedule



## Keep track of your meetings:

Chamber	Name	Meeting Time	Meeting Notes	Do they support or oppose?	Do they have a cancer story?
House					
House					
House					
Senate					
Senate					

### Meeting Outline:

**Hook:** Leader makes introduction.

**Line:** Explain the need.

**Sinker:** Make the ask.

### Remember:

Be polite and professional to lawmakers and interns.

It is okay to look at your notes!

Your personal story matters more than anything else.

Your legislators work for you and your voice matters

#WVCAD24

# Social Media



## Before Event

- Draft 3 social media posts that you can later copy and paste.
  - Who do you want to reach?
  - What story are you trying to tell?
  - What is one fact you want people to know?
- Share your personal story related to our asks at Cancer Action Day the night before.
- Follow your lawmakers on social media

## During Event

- Don't forget to post about what's happening in real time!
- Use hashtag in every post.
- Post updates, pictures, and tag lawmakers who volunteers are visiting.
- Tell lawmakers and their staff about our hashtag and handle and encourage them to use it.
- Thank lawmakers for meeting with us in a post and tag them in it. If possible, include a photo with the lawmaker for better engagement.
- Post an accompanying action alert for your campaign on your social media channels.

## After Event

- Post pictures of lawmaker meetings and tag their handles. Remember to mention the legislation or campaign discussed and include the event hashtag.
- Share engage with other volunteers posts. Like, share, and comment.
- Share ACS CAN KY posts on social media



#WVCAD24

# Report Back Form



**HOW WAS YOUR  
LAWMAKER MEETING?**

## Report back and let us know how your meeting went

Your feedback helps our staff provide additional information to lawmakers and make strategic decisions in successful campaigns. Share with us what you heard from your lawmaker during your recent visit.

**Remember:** One report back form should be completed for each lawmaker meeting

**Scan the QR code or visit:**

**<https://act.fightcancer.org/a/acs-can-report-back-form>**



**#WVCAD24**

# Post-Event



## **Congratulations!**

Cancer action day is completed! You should feel proud of the effort and the impact of your meetings.

**Follow the steps below to properly wrap up your experience and tie any loose ends.**

## **Social Media Posts:**

Thank you @[legislator handle] for meeting with [ACSCANWV] volunteers today to hear our stories and policy priorities. Together we can #FightCancer #WVCAD24

Sorry we missed you, @[Legislator handle], during [ACSCANWV] Cancer Action Day. We hope you will prioritize cancer patients in your policy positions this session. #WVCAD24

## **Hand-Written Notes:**

Use the cards in your packet and write a note for any legislators who you wanted to speak to, but weren't able. Just a quick "sorry we missed you".

Also write brief thank you notes for all legislators who took the time to meet with you.

Turn in these note cards to your Grassroots Manager.

## **Stay Involved:**

Follow us on social media {WV Handles}

Visit [WV Website]

Sign up to volunteer! [fightcancer.org/volunteer-for-acscan](https://fightcancer.org/volunteer-for-acscan)

## **Remember:**

Cancer Action Day is only one way to advance our priorities.

Think about how you can leverage this event to continue our life-saving work back home.

## **Contact:**

For questions about this information, please email  
Katie Rose Garden, Grassroots Manager  
[Katie.Garden@cancer.org](mailto:Katie.Garden@cancer.org)  
304-602-3027

