



# Churches for Middle East Peace

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## Advocacy Tips

- **Introduce yourself and state your church affiliation.** Identify if you are a constituent and/or have social, business or political ties to the legislator.
- **Be courteous at *all* times.**
- **Start with a compliment,** if possible, thanking the Member for a recent, good stand.
- **State concisely the issue,** your position, and the action you want the Member to take.
- **Very briefly, state your personal connection** to the issue; highlight relevant experience and education.
- **Mention other** prominent individuals, government officials, legislators, or church leaders who support your position.
- **Stress how the issue affects the Member's district or state,** if applicable.
- **Don't dominate the conversation** or act like a know-it-all. The most important part of lobbying is **listening**.
- **Stay on message.** Politely steer the conversation back to the issue when it is off-track.
- Answer questions to the best of your ability, but **if you don't know an answer, don't lie or fake it.** Instead use it as an opportunity to follow up with the information.
- **State a clear action** you want the Member to take. Press politely for a commitment.
- **Leave a fact sheet or packet** that outlines your position(s).
- **Don't be intimidated.** You know the issue well and have a responsibility to present the information to your legislators.
- At the end, restate any commitments or follow-up. **Thank the Member or staff for their time,** even if they disagreed with you.

**Capitol switchboard: 202-224-3121**