

Top Ten Advocacy Tips

1. Know your Congressman.
2. Know about your Congressman
3. Do not limit your visitations to crisis situations
4. Know the Congressman's staff personnel
5. Have a focused and concise message
6. Do not be rude or act brashly toward someone else's project
7. Visit the Congressman in the district
8. Take time to know who the key congressmen are
9. Accept a turn-down or set-back graciously
10. Do not try to lobby like a lobbyist, tell your story

Knowing Your Audience

Defining the Cultural Divide

Scientists

Numbers

Objective/Facts

Hate to make promises

Quantitative

Technical

Problem seekers

Ask why

Money = research

Think long term

Publicity avoiders

Science page

Specialists

Politicians/ Policymakers

Words

Subjective/Public Opinion

Love to make promises

Qualitative

Political

Issue seekers

Ask why they should care

Money = getting re-elected (& deficits)

Think short term

Publicity hounds

Front page

Generalists

Despite Variable Titles, Most Staffers Have Similar Jobs

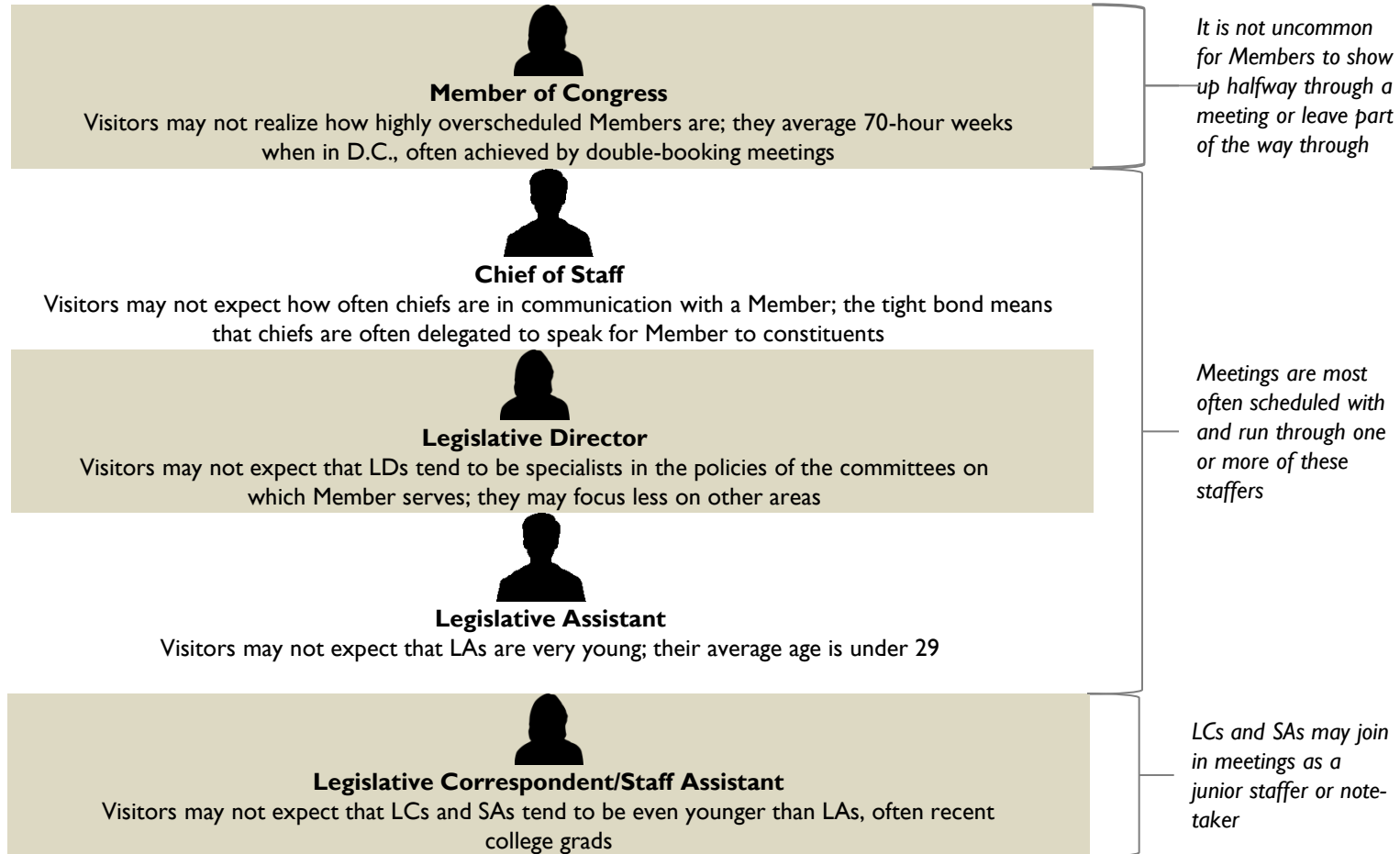
Sample Job Titles for Committee and Personal Office Staffers

	Title for Personal Office Staffers	Function	Title for Committee Staffers
More Senior Staff ↑	Chief of Staff, Administrative Assistant	Serve as chief advisor and administrator for member or committee	Staff Director
	Legislative Director, Deputy Chief of Staff, Chief Policy Advisor	Act as chief policy advisor, especially in area of committee jurisdiction	Deputy Staff Director, Chief Policy Advisor, Senior Policy Advisor
	Counsel, Legislative Counsel	Provide legal advice to member or committee	Counsel, Chief Counsel, General Counsel
	Legislative Assistant	Offer guidance on specific policy issue	Legislative Assistant, Policy Advisor, Professional Staff Member
	Communications Director, Press Secretary	Speak to media on behalf of member or committee	Communications Director, Press Secretary
	Office Manager, Systems Administrator	Oversee management of office and facilities	Office Manager, Systems Administrator
	No equivalent	Conduct oversight of government programs within jurisdiction of committee	Investigator, Chief Investigator
	Legislative Correspondent	Respond to constituent contacts on behalf of member	No equivalent
More Junior Staff ↓	Staff Assistant	Answer phones, greet visitors, perform administrative tasks	Staff Assistant

Analysis

While the structure of a committee is different than that of a personal office, most Congressional staffers exist in a relatively similar hierarchy, whether they work for a committee or a single member

Expect to Meet with Staffers During Hill Visits



Analysis

Because members of Congress are often running from meeting to meeting to vote, staffers will often have more time to devote to a meeting, and be more capable of affecting any takeaway

Messaging: In General

- Explain who you are, where you are from, and the institution with which you are affiliated
- Explain why you came to Washington, DC
- Explain what you do – both the field of research and your specific research
- Highlight the potential *value* of the field of research and your research, emphasizing any known or potential benefits to society or industry
- Explain the importance of DOE research facilities to your work
- Be prepared with a specific “ask”

Messaging: Nuclear Physics

- Your background and where you are from
- You're in Washington, DC with other scientists to talk about Nuclear Physics, its value to the nation, and the DOE's role in supporting this field of research.
- What is Nuclear Physics? Describe the field and the research you are doing.
- Why should you care about advancements in Nuclear Physics?
 - Among other things, federal investment in Nuclear Physics has saved lives thanks to modern medical imaging, more precise cancer treatments, radioisotopes for medical procedures.
 - Use other examples.
- The DOE Office of Science supports important Nuclear Physics research and facilities.
 - Major research facilities exist at BNL in NY, Jefferson Lab in VA, and MSU in MI, including the last operating collider in the U.S. (explain what a collider is).
 - Explain how user facilities are available to researchers from universities, industry, and government, and projects are selected based on merit.

Messaging: Nuclear Physics

- Speak to why you took time away from your research to visit Washington to talk about Nuclear Physics, your research, and the DOE Office of Science.
 - I am one of x-thousands of scientists from universities across the U.S. and around the world who rely on RHIC and CEBAF, and eventually FRIB.
 - I could not do my research without these facilities (make the link to other scientists or research at your home institution or institutions in the State or District of the office you are visiting).
 - Without RHIC, CEBAF or FRIB, the other place I could do this research is...(speak to the globally competitive nature of the field)
 - The research, and the facilities that enable it, are used to train the next generation of scientists
- THE ASK: Make funding for the DOE Office of Science and its Nuclear Physics program a priority in FY16

Nuclear Physics DC Day Website

Do not forget to check out: www.nuclearphysicsdcday.com

- **Fly-In Agenda**

- Includes times, addresses, and other logistical details
- Includes updates from us leading up to and the day of the event

- **Congressional Meetings**


- Will be posted on Friday, March 20th

- **Digital Handout**

- Includes copies for your reference of Congressional Ask, Lab One-Pagers, and Top Ten Nuclear Facts

- **Capitol Hill Information**

- Metro Map
- Hill Map
- Congressional Office Building Map

Note: The website is both browser and mobile friendly. If you are on your computer just click the link, but if you are viewing on your smart phone, not only do you have simple viewing for all the information, but you can easily reference the website on the day of the event by adding the webpage to your smart phone's home screen. Simply use your smart phone's browser to "Add to Home Screen" and this icon  will appear on your smartphone's home screen.

Capitol Hill Is A (Relatively) Small Neighborhood

Getting To The Hill

By Car

- Capitol Hill offers few public parking options; street parking is difficult.
- The nearest garage is north of the Capitol, by Union Station
- Many visitors prefer to arrive by taxi, available throughout the city.

By Public Transportation

- For most visitors, the Metro system will prove the best transportation bet.
- The Red Line (subway) serves the north side of the Capitol, while the Blue, Orange, and Silver lines offer two stations to the south
- The Metrobus serves various points around the Hill; visit WMATA.com to see detailed maps

By Foot

- D.C. is a relatively walkable city.
- However, hot and humid weather may make long walks inadvisable during summer months

