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Agenda

WHY NOW?
INVITE YOUR ELECTED OFFICIAL
PREPARE FOR THEIR VISIT
HOST THEM AT YOUR SITE
FOLLOW-UP ITEMS
LEARN FROM YOUR PEERS!

Why Now?
The entire month of August all federal representatives are in recess and will be in their home state/district.

July
Invite Your Elected Official to Visit in August

July
Prepare for the Visit

Aug.–Sep.
Follow-up and Thank Your Representative

Aug.–Sep.
Share Your Experience with Your Community and NCA

Find Your Elected Official

• Search for your federal representatives by zip code: https://www.congress.gov/members/find-your-member
  • House Representative recommended: specific to a district

• Find your state representatives by address: https://www.usa.gov/elected-officials

• Find your local elected officials by city: https://www.usa.gov/local-governments
Decide Some Specifics

Where to invite them?
- Provider: your child care center/home
- Sponsor: choose a site that is located in a convenient location to your official’s district office

When to invite them?
- August – don’t give a specific date, give multiple options
- Choose a day of the week when you typically have high participation
- Choose a time of day when a meal or snack is being served

Contact Your Elected Official

Call their office located closest to you (fastest and most effective)
- Federal officials have offices located in D.C. as well as multiple offices in their home state

Prepare for the Visit

Research Your Elected Official

Do some research on the policy priorities and interests of your elected official

This will shape how:
- They approach their visit
- You adjust your talking points

Main sources:
- Their website - highlights key interest areas
- Congress.gov – shows all legislation they supported

Supporting Materials

Create a packet of supporting materials that include:
- Policy template
- Any outreach materials you send to your community
- A list of partnering organizations
- A bio about yourself and your program
- Supporting materials for any specific policies or issues you want to discuss
Let Parents Know
• Inform the families you serve about the elected official's visit
• Invite them to join the visit and share stories
• And/or provide written stories about how much they appreciate your program
• Code of Conduct for Parents
• Send out photo release forms, if you don’t already have them on file

Get the Kids Involved!
Have the kids help add a personal touch beforehand!
• Hang up your kids' drawings around your facility/home
• Focus on healthy eating or gardening
• Activity: My Favorite Healthy Snack

During the Visit
• Show them around your center/home
• Tell them more about your program:
  • What are your services?
  • What populations do you serve?
  • How many participants do you have?
  • Why does CACFP matter for your participants?

Get Them Involved!
• Invite them to hand out meal/snack to the kids
• Invite them to help cook
• Invite them to help in your garden
• Invite them to read a story to the children

Key Issues
$ Increase Reimbursement Rate
Reduce Paperwork
Eliminate Tiering of Family Child Care Homes
Allow Virtual Monitoring
Allow an Additional Meal or Snack

Tour Your Site
• Show them around your center/home
• Tell them more about your program:
  • What are your services?
  • What populations do you serve?
  • How many participants do you have?
  • Why does CACFP matter for your participants?
Document Their Visit
• Take photos while they help serve the meal and talk with the kids (with permission)
• Take a photo with them yourself
• Ask them for a quote about their experience.

Follow-up Afterwards
• Send a thank you email the day after the visit
• Share your experience with your community/peers
• If you made an ask, wait two weeks to send an email or phone call to follow-up
• Maintain a relationship

Stay Connected
• Send a thank you email the day after the visit
• Share your experience with your community/peers
• If you made an ask, wait two weeks to send an email or phone call to follow-up
• Maintain a relationship

Let Us Know How it Went!
• Post on social media and tag @NationalCACFP and your elected official
• Send your photos and stories into nca@cacfp.org
• Try to share a quote from your elected official

Hosting an Elected Official: In Practice
Invite:
• Meet an elected official’s staff at a community event
• Call their district or DC office and ask for the scheduler
• Know when your elected official will be in town
• It’s okay if they ask to reschedule
• Be persistent
• Schedule 1-3 months in advance

Prepare:
• Have a one-pager prepared for them
• Send a packet of background materials beforehand
• Plan, plan, plan, but expect it might not go to plan

Host:
• Tour the facilities
• Share personal stories:
  • Yourself
  • Parents
  • Children/adults in your care
• Show them the reality of the situation
• Give them pause
• Tailor your conversation to your representative’s interests
• Try to relax

Follow-Up:
• Forward along new information as it comes along
• Visit them whenever they’re in town

Learn From Your Peers!
Sponsor of Family Child Care Homes

Invite:
- Typically, someone already knows the elected official – Ask them to make the initial introduction
- Send an email followed by a phone call

Prepare:
- Create agenda
- Pull numbers from meal tracking software
- Estimate economic impact on community
- Send media packet to official in advance

Event Attendees:
- All 3 federal elected officials (staff may come in their place)
- Child care providers & their families
- Parents
- Media

Host: Legislative breakfast/lunch
- Elected officials can choose to speak
- Most time spent mingling
- Parents and providers share stories with officials
- 45 minutes

Follow-up:
- When new information is released, forward to elected officials
- Meet with officials when they’re in town
- Take quick trip to DC

Tips:
- Remember they are real people, they could be your neighbor
- Everything that is brought to the table holds equal weight
- Really get to know their staff
- Do a meet and greet when office changes

Food Bank

Invite:
- Met district staff at a community event and exchanged cards
- Extended invite via email
- Invited for Christmas recess, but they came during spring recess

Prepare:
- Have a one-pager for them to take with them

Host:
- Tour of facilities
- Discussed Hunger Issues
- Shared staff personal stories
- Saw volunteers packing food

Dealing with Divergent Views:
- Give a different perspective from what they may be hearing
- Show them the reality
- Give them pause
- Reconsider your wording
- Try to relate

Follow-up:
- When in DC spoke with legislative assistants
- Send over new materials

Tips:
- Know who the scheduler is
- Don’t give up, sometimes its not that first recess, be persistent
- Bring back a successful graduate of your program
- Avoid Acronyms

Head Start Site

Invite:
- Already familiar with one federal representative
- Reached out to staff person
- Scheduled for when the representative was going to be in their home state
- Also hosted federal officials who were interested in education and Head Start

Host:
- Tour of facilities
- Spoke about:
  - Education
  - Federal funding of Head Start
  - Need for state funding for preschool services
- Official read to the children
- 30 - 45 minutes long

Importance of Visit:
- Elected official enjoyed their time at the facility
- Allows them to see the work being done on the ground day-to-day
- Gives context to why funding is needed

Tips:
- Be persistent!
- The squeaky wheel gets the grease
- Take advantage of personal connections
- Understand how receptive your elected official will be to an invite – who is in office makes a difference

Questions?