HILL DAY EXPERIENCE
at the 125th Anniversary Convention
FLC Webinar: Countdown to HDE!

June 7, 2022

Kate Clabaugh, Director of Government Affairs, National PTA
Leslie Paluch, Senior Manager of Government Affairs, National PTA
Jacki Ball, Consultant

With
Special Performances by National PTA Legislation Committee
Agenda

• Wear Orange photo
• Schedule of Events
• Hill Day Experience (HDE) Logistics
• Final Prep for Meetings
• Meeting Scenarios
• Q&A
National PTA Hill Day Experience Schedule

Tuesday, June 14, 2022 – Wednesday, June 15, 2022

All events to take place at the Gaylord National Harbor Convention Center, except for actual visits on Capitol Hill.

June 14th:
5:00 p.m. – 6:00 p.m. ET Hill Day Experience Welcome & Reception
6:15 p.m. – 7:00 p.m. ET Hill Day Experience Breakouts – Hill Ask State Breakouts

June 15th: We take to Capitol Hill!! (Meetings to start no earlier than 10 a.m.)
7:30 a.m. – 9:00 a.m. ET Hill Day Experience: Congressional Awards & PTA Awards Breakfast
10:00 a.m. – 4:00 p.m. ET Hill Day Experience – Meetings with Congress on Capitol Hill
5:30 p.m. – 7:00 p.m. ET Hill Day Experience Debrief & Celebratory Reception

The schedule for the rest of convention is available at:
https://www.pta.org/home/events/National-PTA-Convention-Expo/agenda
FYI: Advocacy Sessions at Convention
Friday, June 17 – Saturday, June 18

All events to take place at the Gaylord National Harbor Convention Center

June 17th:
8:00 a.m. – 9:15 a.m. ET When Enough is Enough: Community Violence Inventions & Gun Violence Prevention
4:45 p.m. – 6:15 p.m. ET Symposium: Maximizing In-Person Learning

June 18th:
1:00 p.m. – 2:15 p.m. ET A Conversation with USDA About Strengthening School Meals Post Pandemic
2:30 p.m. – 3:45 p.m. ET Mobilizing for Our Children: How We Can Together Address the Youth Mental Health Crisis

The schedule for the rest of convention is available at: https://www.pta.org/home/events/National-PTA-Convention-Expo/agenda
Transportation & Getting Around

Complimentary shuttle bus service will be provided to Capitol Hill from 8:50am to 9:15am.

Because Hill meetings will conclude at different times, you will be responsible for your return to the Gaylord National Harbor Convention Center.

For Directions & Transportation Information: https://www.marriott.co.uk/hotels/maps/travel/wasgn-gaylord-national-resort-and-convention-center/
What to wear & bring!

Attire
• Wear business attire with comfortable walking shoes!
• Bring necessary accessories for the weather
• *Please bring face masks in case requested in buildings or in certain offices*

Security
• Metal Detectors are at all Visitor’s Entrances
• Large bags, pointed objects, and aerosols are not permitted in the Capitol

Materials
• PTA Tote, notepad, pen
On Capitol Hill

Union Station

Senate Office Buildings

House Office Buildings

Capitol South

Bus drop off location
On Capitol Hill

House Office Buildings

Office Numbers Example:
123 Cannon
1234 Longworth
2345 Rayburn
On Capitol Hill

Senate Office Buildings

Office Numbers Example

- Russell 123
- Dirksen 123
- Hart 123
Final Prep for Your Meetings
Resources

✓ FLC Checklist
✓ Crafting Your Ask Worksheet
✓ Meeting Organizer
✓ Bill Endorsement List

Hill Day Experience Resources
- What We Will Be Fighting For
- Training & Webinars
- Supplemental Resources
- Resources for State Leaders

All this and more at www.PTA.org/LegCon!
Tips & Best Practices

• Expectations
  • Who you are meeting with
  • Length of meeting
• Assign roles for each meeting
Friendly Reminders!

• Send the Hill Day Advocacy Folder to each congressional office you are meeting with in advance!

• Submit your Hill meetings to PTA by tomorrow, June 8

• Any questions? Email LegCon@PTA.org!!
Hill Meeting Scenarios
Elements of a Good Meeting

1. **Introduction** – no more than 5 minutes
2. **What you are here to talk about** – overview of Hill Asks
3. **Make the specific request related to member’s office** - this is the meat of your meeting & where you connect the ask with stories and data!
4. **Thank them for their time and invite them to come see PTA in action** – even at your local public school!

PTA.org/LegCon
Scenarios

1. Friendly Office
2. Ambivalent Office
3. Unfriendly Office
Friendly Office: Tips & Reminders

• Thank them for their leadership on PTA priorities
• Ask them go an extra mile, i.e. be willing to speak on the floor, sign onto a Dear Colleague letter, weigh in with Leadership
Ambivalent Office: Tips & Reminders

• Always be nice, even if they aren’t!
• Follow up is key to start to build a relationship
• Inviting the member to visit their local public schools and see a PTA in action might spark a champion in the making!
Unfriendly Office: Tips & Reminders

• Find common ground if you can
• Make your ask one they can support
• Stay positive and start to build a rapport as a trusted organization representing their constituents
Q & A – Email legcon@pta.org