MEMORANDUM

To: State Presidents, Federal Legislative Chairs and Alternates
From: National PTA Government Affairs Department
cc: National PTA Board of Directors and Legislation Committee
Date: January 20, 2023
Re: Scheduling Hill Meetings for the 2023 National PTA Legislative Conference

This memo provides information for Federal Legislative Chairs (FLC) or their alternate who are responsible for scheduling Hill meetings for National PTA’s Virtual Hill Day as part of the 2023 Virtual Legislative Conference (LegCon). Below you’ll find the following details: Scheduling Overview, Preparing to Schedule Virtual Hill Meetings, and How to Schedule Virtual Hill Meetings.

**Scheduling Overview**

With LegCon 2023 just 7 weeks away, the time to begin scheduling our virtual Hill meetings is quickly approaching!

Meeting with Congressional leaders on Capitol Hill is an exciting and integral part of LegCon as it allows PTA members to use our collective advocacy to inform federal legislators about key priorities for the 118th Congress to ensure the health and safety of every child.

Each FLC or alternate, in collaboration with their State PTA President, is responsible for scheduling as many virtual Hill meetings with their state delegation as possible for **Wednesday, March 8, 2023.** It is imperative that virtual meeting requests start now, as it can take weeks to get a meeting scheduled with a Member of Congress. You should schedule meetings with at least the FLC and State PTA President’s members of the House of Representatives in addition to your two Senators. Additionally, you are encouraged to schedule additional Hill meetings with other Members of Congress in your state to ensure that every PTA leader in your state delegation has the opportunity to meet with their Representative. If you decide to split the group as necessary to cover simultaneous Hill meetings with Representatives, please feel free, but everyone should be present when you meet with your state’s two Senators.

As you know, Members of Congress have very busy schedules and although your member may not be present during the meeting, we would like to stress the importance of meeting with and fostering strong relationships with congressional staff as they are often the gatekeepers of the information and issues that come to the Member of Congress’ attention. Thus, meeting with a
staffer in the House or Senate is just as important to having our PTA voices heard, if not sometimes more important than meeting with the Member. Since we will be conducting virtual Hill meetings, some Members may choose to “pop in” as they are available during your meeting and you can simply pause the conversation and welcome the Member to the meeting, keeping in mind you might just have a few minutes of their time to make your asks.

Preparing to Schedule Virtual Hill Meetings

FLCs should begin to send meeting requests to Congressional offices by Wednesday, February 1, 2023, using these email templates for House and Senate schedulers. Please tailor as needed and appropriate for your state!

The earliest you should request a meeting is 9:00 a.m. EST and the latest is 4:30 p.m. EST on Wednesday, March 8, 2023. If a member requests to meet with you on another day that works for you and the group, feel free to schedule and notify the National PTA Government Affairs team at legcon@pta.org so they are aware of your plans. Hill meetings can last anywhere from 15-30 minutes, so you may want to give yourself 45 minutes for each meeting to be on the safe side.

In addition, please allow at least 10-15 minutes between your virtual meetings to allow your delegation to regroup or take a break.

Ask delegates if they know which Member of Congress represents the District where they live. You can go here for House and Senate Members, just add your address. Assign delegates to the appropriate meeting based on their identified District and Member of Congress.

You will also be meeting with a Legislative Assistant (LA) who has a portfolio of policy issues. For the priorities outlined in our Public Policy Agenda (available Monday, February 6th), we suggest meeting with the following LA/Staffer, based on these issue areas, but at a minimum you will likely be assigned an Education LA to sit in the meeting:

**Family-School Partnerships and Family Engagement** – Education, Appropriations

**Enhanced School and Community Safety** – Judiciary, Transportation and Infrastructure, Environment, Education

**Welcoming and Supportive Schools** – Judiciary, Civil Rights, Education

**Digital Equity and Access** – Science and Technology, Energy and Commerce, Education

**Strengthened Public Education Funding** – Education, Appropriations

**Food and Nutrition Standards** – Agriculture, Nutrition, Education

How to Schedule Hill Meetings
• Your **2023 Digital Advocacy Packet** includes an Excel spreadsheet titled “2023 LegCon Scheduler Information”. Sort the spreadsheet by the first column to find your state. There you will find your two Senators and your state’s Representative’s staff who you should email. If you do not know who your Member of Congress is, go to [PTA.org/TakesAction](https://www.pta.org/TakesAction) and type in your zip code under the “Find Officials” box.

• **For the Senate**, we suggest directly e-mailing the scheduler and copying in any relevant policy staff for each of your two Senators. If there is a staff member who you’ve previously worked with, please copy them as well. A template for this e-mail is available [here](#). Fill out the information in yellow and send the request to the office scheduler and appropriate staffer(s). **Make sure you identify yourself as a constituent!** This makes your visit more of a priority than non-constituents. You should provide your town or full address to show you reside in the District as well as your PTA affiliation.

• **For the House of Representatives**, we also suggest directly e-mailing the scheduler and copying in any relevant policy staff for your Representative(s). If there is a staff member who you’ve previously worked with, please copy them as well. A template for this e-mail is available [here](#). Fill out the information in yellow and send the request to the office scheduler and appropriate staffer(s). **Make sure you identify yourself as a constituent!** This makes your visit more of a priority than non-constituents. You should provide your town or full address to show you reside in the District as well as your PTA affiliation.

• If a Congressional office has not acknowledged your meeting request after 10 days, we advise you to call the office to check in on your request or send another email referring to your first request to see if it has been received. If you choose to call the office, call the U.S. Capitol switchboard at (202) 224-3121 and an operator will connect you with your Representative or Senator’s office. You will have to be persistent with some offices, as they may not immediately respond to your request or will wait until closer to the meeting date to schedule the meeting, so several follow-up e-mails or phone calls may be necessary. Please do not be surprised if you are unable to schedule a meeting until 1-2 weeks prior to LegCon.

• Be PTA flexible! Meeting times and platforms, even the staffer meeting with you might change the same day as your meeting. This is normal for Capitol Hill, especially when Congress is in session.

**Preparation for Hill Day**

Virtual Hill meetings during LegCon will take place on **Wednesday, March 8, 2023**. Although the meetings are being held virtually, **we strongly suggest PTA members dress in business attire.**
If you are using Zoom, download your 2023 LegCon Zoom background [here](#) to use during your meetings with Congressional offices. For instructions on how to add a virtual background on Zoom click [here](#).

We encourage participants to refrain from eating or drinking food or beverages of any kind during scheduled Hill meetings. Please utilize the allotted time between each meeting for food and beverages or other personal services.

As your meeting request approvals begin to roll in, FLCs should assign delegation members to specific meetings based on their constituency and assign the following roles for each meeting:

- **Spokesperson** – [FLC or State President] Start introductions, state the mission of PTA, provide an overview of Hill asks and Public Policy Agenda priorities that you and your state delegation have pre-determined will be the focus of that meeting.

- **Supporting lines** – [Multiple Delegates] Tell a personal story and use local statistics and examples, explain why our Hill asks are important from a parent perspective, review the Public Policy Agenda and supplemental materials to determine which points to emphasize during the meeting.

- **Note-taker** – [One Delegate] Take notes during the meeting so that the FLC or State President can follow-up with specifics for each office, provide supporting information and documentation during the meeting, present Hill Day Asks and Public Policy Agenda to the staffer or Member of Congress during the meeting, and you can always offer to connect the staff with National PTA’s Government Affairs team for any clarification needed on our Hill asks using [govtaffairs@pta.org](mailto:govtaffairs@pta.org)

Submit your Hill meeting schedule to National PTA’s Government Affairs team online using the [Hill Day Meetings Submission Form](#) by **Wednesday, March 1, 2023**. You have the option to fill out a form for each Hill meeting or you can submit your complete Hill meetings schedule all at one time. We prefer that you submit your meeting information as they come in, so we can have a better understanding of the Hill meetings occurring Wednesday, March 8, 2023, and which meetings you might want support from National PTA staff.

**LegCon Planning Timeline and Hill Day Meeting Checklist**

The [LegCon Planning Timeline](#) should be used to organize your planning efforts for LegCon 2023. We’ve provided a weekly “to-do list” for FLCs to help prioritize tasks and responsibilities.

Use the [Hill Day Meeting Checklist](#) to ensure your delegation has access to all of the tools and resources needed to speak directly with Members of Congress and their staff about quality federal investments in safe and healthy students, well-rounded education programs, and the effective use of technology in education.
**FLC Only “Office Hours” with National PTA’s Government Affairs Team**

Wednesday, February 1, 2023 – 7:00 -7:30 pm ET  
Join Zoom Meeting: [https://pta.zoom.us/j/87102262698](https://pta.zoom.us/j/87102262698)

Wednesday, February 15, 2023 – 7:00 – 7:30 pm ET  
Join Zoom Meeting: [https://pta.zoom.us/j/87102262698](https://pta.zoom.us/j/87102262698)

**Upcoming LegCon Prep Webinars**

**Wednesday, February 8, 2023: Virtual Hill Day Logistics**  
8pm-9pm ET – Open to all attendees  
What to Expect: Overview of Hill Day Logistics and Policy Asks  
Join Zoom Meeting: [https://pta.zoom.us/j/84951075236](https://pta.zoom.us/j/84951075236)

**Tuesday, February 28, 2023: Effectively Communicating with Elected Officials**  
8pm-9pm ET – Open to all attendees  
What to Expect: Developing and Practicing Your Pitch  
Join Zoom Meeting: [https://pta.zoom.us/j/84951075236](https://pta.zoom.us/j/84951075236)

**Questions**

If you have any questions about your Hill Day meetings, email [LegCon@PTA.org](mailto:LegCon@PTA.org) and a member of the Government Affairs team will respond as soon as we can!