



Agenda for Congressional Meetings

BEFORE MEETING:

Clarify roles, organize leave-behind materials, & shorten times if meeting starts late.

DURING MEETING:

Introductions (3 minutes)

Provide your name, where you live, your affiliated organization, your role (resident, Executive Director, staff member of Network). Get a business card or e-mail of all congressional staff attendees.

Acknowledgements (2 minutes)

Thank congressional office for Congress member's role on committee(s) or some other local or legislative effort.

Explain the Shared Equity Homeownership Model (3-5 minutes)

Communicate *analytically* what shared equity homeownership is, how it works, and its impressive performance. Use the language on the handout!

Tell your Story (3 minutes)

Communicate *subjectively* (i.e. appeal to the heart) by sharing a story that is inspiring and illustrates why owning an affordable home matters or why the work you do matters to your community.

Explain Issues & Make Asks (8 minutes)

Explain one issue at a time & follow it with the ask. Then move on to the next one.

Ask if We Can Help Them (3 minutes)

Ask what we can do for them. Do they need additional information? Is there an issue they face that we could support?

AFTER MEETING:

Complete Meeting Evaluation forms, attach business card, & give to Emily Thaden at Wednesday dinner (if you won't attend dinner, give to someone on your team who will be there).