

A Handy Guide to Crafting Your Message

You can use your hand to help structure your Lobby Day meeting and make sure you say all you need to say.

The first finger—the thumb—is “Introduce yourself.”

Tell your legislator your name, where you live, and that you are one of his/her constituents.

The second finger—the index finger—is “What is my issue.”

You want to say, “I’m here to talk with you about Family Planning Funding” or any other issue you’re here for. Outline the basic topic and describe the bill.

The third finger—the middle finger—is “Why I care.”

This is where you share your personal story, and you can begin in many different ways. For example, “I care about this issue because . . .” or “This issue is important to me because . . .”

The fourth finger—the ring finger—is “Why the Legislator should care.”

This is where you use the talking points and messages from our fact sheet. Some examples are, “This is important because reproductive health care is basic health care,” or “Did you know that for every \$1 spent on family planning, the state saves \$4.10?” Just be sure that all the facts you use come from the fact sheet!

The fifth finger—the pinky—is “Make the ask.”

This is the part where you ask for their support. You can say, “Will you support bill # _____” and “Can we count on you to

_____ for Family Planning Funding?”

Finally, the whole hand – is a handshake and “Thank you for your time.”

Be sure to express your appreciation for the legislator’s time and for considering the issues you’ve brought up today.

