SAMPLE VIRTUAL MEETING FLOW

ALZHEIMER'S IMPACT MOVEMENT™
alzheimer's association®

Here is a guideline for the general flow of a meeting with a congressional office. Every congressional meeting is different, but we hope to provide some insight into what to expect for your virtual meeting

STEP #1: SET UP YOUR VIRTUAL MEETING SPACE

- ❑ Pick a location in your house with ample light, limited distractions and a strong internet connection.
- ❑ Double check to make sure you have your necessary materials/notes and all advocates are on the line. If you are missing an advocate, it is okay to begin without them once the meeting time starts.

STEP #2: SHOW YOUR STORY | *THE WHO & THE WHY*

- ❑ The lead advocate will kick off the meeting, talking about why we are meeting and encourage the other advocates in the virtual meeting room to introduce themselves.
- ❑ Advocates will introduce themselves very briefly, one by one. If the group is larger than 5, we recommend only saying your name and city for your introduction.
    - ❑ We recommend you identify three key-identifying factors about yourself and highlight these at this time. What are the three things you want the member to remember about you? Where are you from? Your connection to Alzheimer's? What part of your story do you want them to remember?
- ❑ Immediately following your introduction should come time for a personal story. This should tie into the first ask and shine a light on one's experience with the disease.
- ❑ An introduction and a story should take anywhere from 10 seconds to 1 minute, depending on the size of the group. If you are in a one-on-one meeting, then you can take a few minutes to share your experiences.

STEP #3: MAKE THE ASK | *THE WHAT & THE HOW*

- ❑ Remind the member that someone from your team has sent them some materials for the meeting. Offer to email them again after the meeting concludes.
- ❑ Coordinate who will make each ask. Try to tie part of your story to each ask, even if it is a loose connection.
- ❑ **You don't need to remember every detail about an ask**, feel free to reference back to your notes for guidance.
- ❑ Feel free to ask direct questions like, "Will you be able to co-sponsor this bill?" or, "What would you need from us in order to consider signing onto this bill?"

- ❑ ***How to address questions you don't know the answer to…***
  - ❑ What if the member asks a question we don't know the answer to? The safest phrase to remember is, **"That's a great question! I'm not sure, but I will make sure the staff at the Alzheimer's Association follow up with your office about that topic."**
  - ❑ You are not expected to be an expert on every bill — that's what the Association is here for. You only need to be an expert on you and your story.

STEP #4: CLOSE THE MEETING | *THE NOW WHAT*

- ❑ Make sure to say a **BIG THANK YOU**! At the Alzheimer's Association, we pride ourselves on maintaining a positive presence on the Hill. Positivity pays off!
- ❑ Ask for a group photo via a screenshot and post to social media using #ENDALZ. Don't forget to tag your member!
- ❑ Let them know you plan to follow up and that they can reach out to the Association if they have any questions.

STEP #5: FOLLOW UP

- ❑ Make sure to submit your meeting on our website, alzimpact.org or through our advocate app. We recommend identifying one person to submit this report for your team, likely an Ambassador or ACT Member.
- ❑ Make sure to post your photos/screenshots on social media tagging your member's office. Posting a selfie wearing purple can be a great way to show your support on the day of the meeting!
- ❑ Select one person from your group to send a thank you email or letter with photos attached.
- ❑ Want to continue to get involved? Consider signing up to be an ACT Member or Ambassador for our team!