Summer Federal Advocacy Update

HOW TO CONDUCT IN-DISTRICT SITE VISITS

JUNE 28, 2022
Shaw Sprague
Vice President of Government Relations
National Trust for Historic Preservation
Agenda

1 Legislative Update and Opportunities
2 Overview of In-District Tours
3 Communicating with Congressional Staff
4 Example from the Field
5 Congressional Viewpoint
The only time Congress moves quickly...
Renee Kuhlman
Senior Director of Outreach & Support
National Trust for Historic Preservation
Why You Should Host an In-District Site Visit


Former Boston Mayor Marty Walsh visits Eggleston Main Street during Mayor on Main trolley tour.
Michael Phillips
Policy Director
National Trust Community Investment Corp.
Arranging a Congressional Site Visit

• Who to involve?
• Divvy up the key points to hit upon during the meeting
• Simple, clear documents are better to share than lengthy reports
• Make a direct “ask” of the Member
• Contingency plans

Wisconsin State Senator Dan Feyen with Amy Hansen, Executive Director, Downtown Fond du Lac Partnership, at Wisconsin Main Street Day celebrations.
Lauren Cohen
Associate Director of Government Relations
National Trust for Historic Preservation
Communicating with Congressional Offices

Before the Visit

• Work with the Scheduler and District Director
• Be flexible
• Follow-up with the names and affiliations of all individuals who will attend
• Work with the Communications Director or Press Secretary
• Sign up for office communications and social media
• Do your homework
Communicating with Congressional Offices

During the Visit

• Take photos and use social media
• Tell authentic stories
• Use reliable data
• Make the advocacy ask
• Don't stop until you get a "yes"
Communicating with Congressional Offices

After the Visit

• Always send a thank-you note
• Include follow-up materials and photos taken during the visit
• Keep the staff up-to-date on activities
• Check in to see if they have taken action on your advocacy goals
Kristina Cannon
Executive Director
Skowhegan Main Street
Site Visit in Skowhegan
Skowhegan River Park
Maggie Ward
Legislative Director
Office of Representative Turner (R-OH)
QUESTION AND ANSWER

Use the Q&A box located on the bottom of your screen ask questions of the speakers.
Staying Up-To-Date

• The National Trust will continue sharing resources and federal advocacy opportunities as they become available
• Visit our website and our social media channels
• Engage with our monthly Advocacy Newsletter
• Additional webinars forthcoming
Thank you!

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