Tim Wills: Chief Impact Officer, MENTOR
Implications of the new 118th Congress

• Divided Congress requires compromise and bipartisan efforts to achieve success
• Some details are still being worked out (i.e. committee assignments and staff)
• With new Members of Congress comes opportunity for new mentoring champions!
Direct constituent interactions have more influence than other advocacy strategies.

Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.
What you’re doing this week **will make a difference.**

---

**In your opinion, how important is each for understanding constituents' views and opinions?**

- **Meetings between staff and constituents**: 99%
- **Communications from representatives of district/state based groups**: 99%
- **Attending events in the district/state**: 98%
- **Meetings between the Member/Senator and constituents**: 98%
- **Personalized messages from constituents**: 95%
- **District/state office hours**: 86%
- **In-person town hall meetings**: 82%
- **Telephone town hall meetings**: 74%

*(n = 188,189)*

Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.
Demonstrating local impact and personal stories move the needle most.

Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.
Tim’s Tips!

- Advocacy is much easier than it might seem right now
- Don’t anticipate meeting the elected official in your meetings
- Tell your personal story
- Bring back the skills you learn here to your local community and state!
The Nuts and Bolts of a Congressional Meeting

Abbie Evans, Vice President of Government Relations and Strategic Partnerships, MENTOR
Abbie Evans  Caden Fabbi  Amaris Ramey

MENTOR National’s Government Relations Team
CHD Training

• What to Expect
• What Makes a Good Hill Meeting
• Advocacy Associates: Making the Most of Your App
• Legislative Priorities Overview
• Prep and Planning
Sectors represented

- Nationally and regionally affiliated mentoring organizations
- Faith-based programs
- Educators and other school staff (K-12, higher ed)
- Researchers
- Law enforcement
- Corporate and foundation partners
- Programs serving targeted youth populations (Indigenous youth, foster youth, etc.)
- Juvenile justice advocates and professionals
- Youth sports programs
Demographics

- Well over 500 Capitol Hill Day participants
- Approx. 60/40 breakdown (new participants / returning veterans)

More than 500 of you will be on Capitol Hill tomorrow, and more than 1,400 are traveling to DC this week for the Summit.

The mentoring movement is in good hands.
Agenda for Capitol Hill Day

- 9:00 AM  Capitol Hill Day kick-off
- 10:00 AM  First buses depart outside the hotel (if you have an 11 AM appt, get on first buses)
- 11AM – 4PM  Congressional meetings
- 4-6 PM  Welcome Reception
Security on Capitol Hill

- Visible police presence
- Similar to airport security (and restrictions)
  - Pass through metal detector
  - Wand may be used
  - Bags scanned and searched
- Delays possible
Capitol Hill life.

• Your meeting times may change – continue to check your app.
• Hill staff are often young.
• Your meeting may be short, but most offices will try to extend time with you whenever possible.
• YOU are the expert!
Why advocate?

- Mentoring needs passionate and knowledgeable advocates.
- Personal experiences and stories help make abstract concepts “real” to Members of Congress and their staff.
- There is great competition for attention on Capitol Hill. Who else will speak up for mentoring if not us?
- Young people need us to be advocates for and with them.
Goals for successful meetings

1. Strengthen or establish relationships
2. Educate Members of Congress and staff
3. Ask for and determine their level of support for key policies and issues
Before your meetings…

• Do your research!
• Join the Capitol Hill Day Kickoff – tomorrow at 9am!
• Look over relevant documents and talking points
• Make a plan with your teammates
• Check in to your meeting early, if possible
During your meetings…

- Introduce yourselves
- Don’t shy away from chit chat but be mindful of time
- Make your pitch and tell your story
- Listen to how the staff/legislator responds; take notes
- Get a commitment when possible
- Promise to follow up with your contact information and materials
- Allow time for questions (both directions)

Don’t forget to take a photo!

#MentoringSummit
After your meetings…

- Send a thank you note to the Member or staff via the app
  - Personalize it!
  - At least one per team
- Post on social media
- Follow up immediately after meeting with any promised information
  - Again 2-3 weeks after that to check in on commitments

*and, most importantly…*
Feedback – it’s really important!

• We require at least one feedback survey form from each Congressional meeting
• Be as detailed as possible!
• Please use the feedback form provided in the app – you can find it in the same place where your meeting information is stored
• Provide useful feedback:
  – “Meeting went well” is less helpful than “Staffer expressed interest in…”
App Schedules and Logistics Overview
Downloading the App

- You will receive an automated email from Advocacy Associates on a to-be-determined date by your organization.

- Check your SPAM/JUNK folder if you think you did not receive the email.
  - Verify with your organization on the date schedules were/will be sent.

Hello Grant Jones,

You can access your congressional meeting schedule for ZLA Fly-In 2022 on our free "AdvocacyDay" app, available in the App Store for Apple devices and in the Google Play Store for Android devices. The directions to access are as follows:

- In your device’s app store, search for "AdvocacyDay" (all one word) and download it.
- When you open the app, select "Choose Your Group" and find your group.
- If you’ve used the AdvocacyDay App with this email address before, log in with the credentials you previously created:
  - Your Username is testgrantjones@gmail.com
  - There is a "Forgot Password" feature if needed.
- If you are a new user, click the "Sign Up" button and follow the steps to create an account.

As a web-based backup, you can also view your schedule for ZLA Fly-In 2022 here: zla.constituentvoice.net. The login/signup process is the same.

If you have any questions or concerns, please contact support here: zla.constituentvoice.net/contact

Thank you,
Advocacy Associates
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From: Advocacy Day <advocacyday@advocacyassociates.com>
Date: January 16, 2023 at 10:46:47 AM EST
To: Grant Jones
Subject: Schedule for ZLA Fly-In 2022

Hello Grant Jones,

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Advocacy Associates

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  - Verify with your organization on the date schedules were/will be sent
- **Follow the instructions to download the app**

- Contact us for any technical support
When Opening the App

- Select “Allow” for notifications
When Opening the App

- Select “Allow” for notifications
- Select “Allow While Using App” for location setting
When Opening the App

- Select “Allow” for notifications
- Select “Allow While Using App” for location setting
- Type your organization’s name in the Search bar at the top
Logging In

- **FIRST TIME** users will need to Sign Up
Logging In

- **FIRST TIME** users will need to Sign Up
- Enter your email and create a password. Tap “Sign Up” when finished
Logging In

- **FIRST TIME** users will need to Sign Up
- Enter your email and create a password. Tap “Sign Up” when finished
- **Check your email** for a verification code. Input your email and the code. Tap “Confirm”
Logging In

- **FIRST TIME** users will need to Sign Up
- Enter your email and create a password. Tap “Sign Up” when finished
- **Check your email** for a verification code. Input your email and the code. Tap “Confirm”
- Login with your newly created credentials
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- Login with your newly created credentials
- Contact support for any issues
- Confirmed meetings display with a time, pending meetings display as TBD
Main Schedule Page

- Confirmed meetings display with a time, pending meetings display as TBD
- All times displayed in time zone you are located in
Main Schedule Page
- Confirmed meetings display with a time, pending meetings display as TBD
- All times displayed in time zone you are located in
- Indicates in person or virtual
Main Schedule Page

- Confirmed meetings display with a time, pending meetings display as TBD
- All times displayed in time zone you are located in
- Indicates in person or virtual
- Tap the meeting to get more information
Meeting

Rep. Frank Mrvan (D) [IN-01]
Monday, Dec 26th 2022 1:30 PM EST
Meeting With: Jamie Spitz (Legislative Assistant)

15 Independence Avenue, SE, Washington DC
1607 Longworth House Office Building

Please dial this number when you arrive at the building entrance and start going through security:
(202) 225-2461

A staff member from the office will escort you to your meeting and escort you out of the building when your meeting is complete.

Attendees

Talking Points

Documents

- Time/Date/Location/Meeting With
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form
- Thank you email
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form
- Thank you email
- Check in to report attendance
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form
- Thank you email
- Check in to report attendance
- Scroll down for more options
- Take Meeting Notes
- Time/Date/Location/Meeting With
- Important Information: Any specific instructions from the office. Will be blank if not needed
- Attendees in the meeting
- Tap on each attendee to obtain contact information
- Talking Points
- Documents
- Meeting Report Form
- Thank you email
- Check in to report attendance
- Scroll down for more options
- Take Meeting Notes
- Did the member of Congress attend?
- Legislators tab, tap on each for a biography
- Legislators tab, tap on each for a biography
- Relevant bills with voting record, recent news mentions, committee assignments
- Legislators tab, tap on each for a biography
- Relevant bills with voting record, recent news mentions, committee assignments
- Tap on each bill to get summary, vote history, list of sponsors/cosponsors, status
- Legislators tab, tap on each for a biography
- Relevant bills with voting record, recent news mentions, committee assignments
- Tap on each bill to get summary, vote history, list of sponsors/cosponsors, status
- Messages tab to highlight any updates. You will also receive updates via push notification and email
- Legislators tab, tap on each for a biography
- Relevant bills with voting record, recent news mentions, committee assignments
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- Messages tab to highlight any updates. You will also receive updates via push notification and email
- Directory to look up attendees in your event. Tap to get more information
- Legislators tab, tap on each for a biography
- Relevant bills with voting record, recent news mentions, committee assignments
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- Directory to look up attendees in your event. Tap to get more information
- More Tab for additional resources. Tap on Profile to display/hide your contact information
Legislators tab, tap on each for a biography
- Relevant bills with voting record, recent news mentions, committee assignments
- Tap on each bill to get summary, vote history, list of sponsors/cosponsors, status
- Messages tab to highlight any updates. You will also receive updates via push notification and email
- Directory to look up attendees in your event. Tap to get more information
- More Tab for additional resources. Tap on Profile to display/hide your contact information
- Contact Support for all scheduling or technical issues
Virtual Meetings
- Tap the Join Online Meeting button
Virtual Meetings

- Tap the Join Online Meeting button
- Dial-in information
Virtual Meetings

- Tap the Join Online Meeting button
- Dial-in information
- Information you may need if your mobile device prompts for it
Online Dashboard Option for Virtual Meetings

- Login on your laptop with your credentials

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Thank you,
Advocacy Associates
Relevant Information and Reminders

- Check your SPAM/JUNK folder to ensure you didn’t miss the initial email (domain is @advocacyassociates.com)

- Give yourself **30 minutes** to get through security and navigate your way to the office

- All times will be **displayed in the time zone you are located in**

- There will be a help number listed in the **Support** tab to call if you need to get ahold of Advocacy Associates

- Meetings may last anywhere from **15-30 minutes**, prepare your pitch and talking points accordingly. **ASK** how much time the office has

- Any **changes to your schedule** the day of the event will be sent to you via push notification and email. Please be sure to check regularly throughout the day. Updates will also be flagged in the **Messages tab in your app**
App Schedules and Logistics Overview
Advocacy Message Development and Delivery Training

Caden Fabbi, Policy Manager, MENTOR
There are progressive, conservative, and everything-in-between arguments for youth mentoring.

• Everyone can point to someone in their life who helped to get them to where they are today
• People understand the power and value of relationships
• Mentoring policies get support from all ends of the ideological spectrum
**Do: have a clear ask!**

<table>
<thead>
<tr>
<th>Policy asks (ideal)</th>
<th>Relationship-building asks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly for Legislative branch; sometimes Executive or Judicial</td>
<td>Apply to Executive and Legislative branch officials; helps get to wins on policy asks</td>
</tr>
<tr>
<td>Introduce, vote for, or vote against legislation</td>
<td>Visit people or places in the community that relate to the issue (i.e. a school-based mentoring program celebration; mentoring conference)</td>
</tr>
<tr>
<td>Send a letter to a government agency about a specific concern</td>
<td>Write an article for your newsletter or local/national media</td>
</tr>
<tr>
<td>Draft or sign onto <strong>Dear Colleague Letters</strong> (or other formal methods of communication)</td>
<td>Share a message on social media to communicate support for your issue</td>
</tr>
<tr>
<td>Help you find and gather information from agencies and research services</td>
<td>Make a speech on the House or Senate floor about the issue</td>
</tr>
<tr>
<td>Submit a statement to the official record</td>
<td>Hold a town hall/community meeting on the issue</td>
</tr>
<tr>
<td>For Executive branch: request to change agency rules, such as <strong>grant preferences</strong></td>
<td></td>
</tr>
</tbody>
</table>
Don’t: ask for...this.

- Anything related to money or support for their campaign
- A business favor, or something that’s not relevant to what you’re there to advocate for
Do: Research your elected officials!

- Access MENTOR’s Legislative Scorecard – what do they currently support/not support?
- Special notes documents
- Review talking points for that meeting
- What committee(s) do they sit on? Are they in leadership?
- Connections with their life experience (and those close to them)
- Google their name with key words!
Don’t: be a bad example for our young people.

- Taking up all the space
- Don’t be a jerk!
The goal of Capitol Hill Day is to increase congressional support for mentoring.

• Specific targets include:
  – Senate Republican sponsor for all bills and priorities
  – Increase the overall number of supporters for our legislative priorities
  – Build relationships with new members and identify new congressional champions for mentoring
Increasing federal investment in mentoring will help address the ‘mentoring gap.’

- One in three young people are growing up without a mentor
  - Almost 70% of today’s young people remember a time when they wanted a mentor for support, but didn’t have one
- Mentoring addresses multiple risk and protective factors simultaneously
  - As such, it can help address many different societal issues
- Mentoring has strong public support:
  - Americans give mentors more than 50% of the credit for their life success
  - 83% support government investment in mentoring
  - 88% believe mentoring must be expanded to support the nation’s youth
Priority 1: Increase funding for the Youth Mentoring Grant.

- The Youth Mentoring Program Grant program, managed by OJJDP, supports the implementation, delivery, and enhancement of evidence-based mentoring services to improve outcomes and ensure that underserved youth have the supports they need to thrive.
- The grant funds direct service youth mentoring programs serving youth facing risk and the National Mentoring Resource Center (NMRC).
- In FY23, the grant was funded at $107 million.
Making the ask to increase funding for the Youth Mentoring Grant

THE ASK (House members and Senate Democrats): Sign the Dear Colleague Letter in support of $130m for FY23.

THE ASK (Senate Republicans): Lead the Dear Colleague Letter in support of $130m for FY23 with Sen. Blumenthal.

QUESTION TO CONSIDER: How could funding from this grant positively impact the young people in your community?
Priority 2: Support the Foster Youth Mentoring Act.

• This bipartisan bill provides $50 million in grants to establish or expand local mentoring programs that serve foster youth and former foster youth
  – Funding could provide evidence-backed training to volunteer mentors, help recruit and screen, and compensate mentors
  – The bill would give a grant preference to those that include youth voice in program design

• Studies prove that mentoring services for foster youth are effective interventions that have a positive impact on a wide range of factors, including:
  – Mental health, educational functioning and attainment, and life satisfaction
  – In the short-term, employment, housing stability, and more
Making the ask to support the Foster Youth Mentoring Act

THE ASK (House and Senate Democrats): Co-sponsor the Foster Youth Mentoring Act when it is introduced in May

THE ASK (Senate Republicans): Introduce the Foster Youth Mentoring Act with Sen. Brown

QUESTION TO CONSIDER: How might funding from this legislation support the most vulnerable youth in your community?
Priority 3: Support the Youth Workforce Readiness Act.

• Bipartisan, bicameral bill that would create a grant program to support local youth-serving partnerships that provide workforce development programming

• Young people are urgently seeking opportunities to develop the skills & knowledge they need to navigate to a high-quality career
  – Out-of-school time orgs can provide high quality mentors, who guide young people through what they’re learning

• Addresses the skills gap that has been exacerbated by COVID-19
Making the ask to support the Youth Workforce Readiness Act

THE ASK: Co-sponsor the Youth Workforce Readiness Act when it is introduced in February.

QUESTION TO CONSIDER: How could funding for innovative partnerships between out-of-school time orgs, mentoring programs, and employers positively impact the youth in your community?
Priority 4: Support the Mentoring to Succeed Act.

- Bicameral bill that would create a grant program in the Department of Education to support school-based mentoring programs at high-need schools for youth facing risk
- Focus on violence intervention and trauma-informed practices and strategies
- Supports public-private partnerships to help prepare young people for college and/or the workforce
- The bill would give a grant preference to those that include youth voice in program design
Making the ask to support the Mentoring to Succeed Act

THE ASK: Co-sponsor the Mentoring to Succeed Act.

QUESTION TO CONSIDER: How could expanding these types of programs positively impact the youth in your community?
Priority 5: Support the Transition to Success Mentoring Act.

• Creates a new grant program at the Department of Education to support school-community partnerships to identify and mentor students transitioning between middle and high school who are facing risk of dropping out
• Grantees assign an academic success coach/mentor to qualified students to help improve their school engagement and plan for success
• The bill would give a grant preference to those that include youth voice in program design
The Ask: Transition to Success Mentoring Act

THE ASK: Co-sponsor the Transition to Success Mentoring Act.

QUESTIONS TO CONSIDER: How could expanding these types of programs positively impact the youth in your community?
Try a relationship-building ask:
Join the Youth Mentoring Caucus.

The bipartisan Youth Mentoring Caucus works to close the ‘mentoring gap’ and build sustained congressional support for the national mentoring movement. This is the easiest way to demonstrate support for and stay aware of mentoring advocacy opportunities.

THE ASK: Join the Youth Mentoring Caucus (House).
THE ASK: Start the Youth Mentoring Caucus (Senate).
Try a relationship-building ask: Support National Mentoring Month.

National Mentoring Month is when we celebrate the power of relationships and work to increase public awareness of mentoring, in addition to recruiting individuals to mentor and advocate for institutions to integrate quality mentoring.

THE ASK: Co-sponsor the National Mentoring Month resolution and share a public statement in support of mentoring.
Crafting your pitch

• Questions to consider:
  – What positive outcomes have resulted from your programming?
  – If you had the resources, how would you expand your program/services? How would this support more youth in your community?
  – What are the biggest obstacles your program currently faces? How can this meeting help address those problems?
  – YOU are the expert!

Use youth-centered language.

*It’s always about the kids!*
Always be prepared to respond to the opposition

- Identify potential opponents
- Research and think about why they might oppose your policy ideas
  - Hint: you might be able to find this explicitly!
- Be prepared with responses to the question of who opposes your ideas
Additional Resources

• 2023 Capitol Hill Day Policy Priorities
  – Sent ahead of time to Congressional offices
• Special information documents
• Instructions on using the legislative scorecard
• Capitol Hill Day Meeting Checklist
• MENTOR’s Capitol Hill Day and Advocacy Resources webpages
• Links to legislation and Youth Mentoring Caucus page
• Link to Action Center and legislative scorecard
• Social media template
• …and more!
ACTIVITY 1: Make the Ask

• Write down a sentence making your ‘pitch’ for a bill you care about with one supporting reason/data point.
  – Ex.: The Foster Youth Mentoring Act could benefit my program because we’ve wanted to expand our services to work with foster youth, but haven’t had the resources
  – Ex.: I’d like Senator Jones to support increasing funding for the OJJDP Youth Mentoring Grant because it could help my program shorten our waitlist
ACTIVITY 2: Connecting your personal story

These questions can help shape your story:

• Why did you become an advocate for this issue?
• How does this issue affect you?
• Do you have friends, family, clients, customers, or colleagues with compelling stories that you can lift up/share?
• Example: I decided to become an advocate for mentoring because I personally experienced how a school-based mentoring program helped get me on track academically and eventually become the first in my family to enroll in college. My mentor helped me to gain positive outlets, connections, and motivation to stay engaged. I want to be able to give to others the relationships that helped get me to where I am today. Unfortunately, my program has a waitlist; if you increase funding for this program, more organizations like mine would have an opportunity to access funding. That’s why I support increasing funding for the Youth Mentoring Grant.
Capitol Hill Day Planning and Preparation

Amaris Ramey, Grassroots Organizing Manager, MENTOR
Capitol Hill Day Agenda

Wednesday, January 25

• Capitol Hill Day Kickoff @ 9 AM Eastern – with special guests, and a panel of Hill Staffers to get those final burning questions out!
• Congressional Meetings
  – Appointments have been scheduled between 11 AM and 4 PM Eastern
  – Most participants have 3 meetings (1 Representative, 2 Senators)
  – Some meetings are very full – and some are just one person
• Networking reception: 4-6pm in Marriott Marquis Atrium
Preparing for Capitol Hill Day

Assignments

1. Introduce yourselves and discuss your tasks and research together
   - Prompts will be provided
   - For smaller delegations, the GR Team will come over and provide any needed support.

2. Someone will come to each state table and ask them to have their state photo taken.
   - After the state photo, participants will line up and sign in to receive their CHD t-shirt.
   - One person from each state will pick up those congressional meeting folders and sign out
Preparing for Capitol Hill Day

Get together with you’re the other advocates from your meeting(s) and discuss the following logistics…

- Who will kick off which meeting?
- Who will take the lead on each legislative ask?
- When/where will you meet up for each meeting?

Work together to think about effective messages, specific to your elected official…

- Look over special notes documents and other resources
- What committees/leadership positions does the member have?
- Are there others from the same party in their state who support these asks?
Our Contact Information

Abbie Evans
aevans@mentoring.org
(202) 997-4102

Amaris Ramey
aramey@mentoring.org
(404) 561-1328

Caden Fabbi
cfabbi@mentoring.org
(702) 635-5891
Download the Summit App

- Open up the App Store or Google Play Store and search for the “Cvent Events” app > Download the app.
- Once downloaded, search for the event name “2023 National Mentoring Summit” and click the download icon on the right of the screen.
- You will then be prompted to log in. Be sure to use the same name and email address you used to register for the Summit. You will then be given a verification code via text or email, enter that 6-digit code and you will be able to access the content.
- Once you have downloaded the app and you open it for the first time, a pop-up will appear asking if you would like to allow for push notifications, please click “Allow” to ensure you receive all notifications during the duration of our event!