

4-H Day at the Capitol Wednesday, March 19

Preparing for your Legislative Visits
Informational webinar

Feb. 11, 2014 - 6:30 to 8 p.m.

(to be repeated
Feb. 26 & March 6)





Webinar goals

- Event overview
- Logistics
- Preparing your message
- Delegate roles
- Information and follow-up for legislators
- Homework and delegation planning to follow

4-H Day at the Capitol

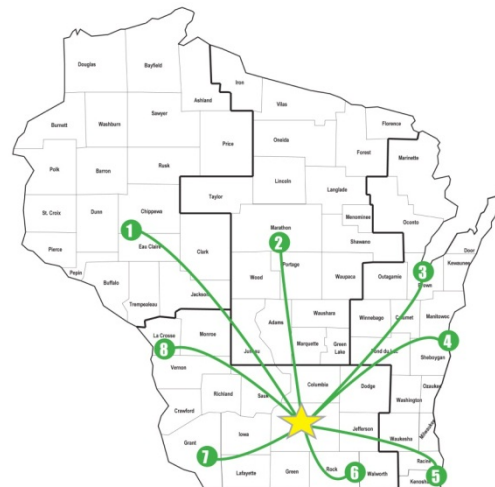
Overview

- ❖ Legislative Breakfast – 8:30 to 10 a.m.
- ❖ 4-H Celebration and Preparation
(The Concourse Hotel) – 9:30 a.m. to 11:45 a.m.
- ❖ Displays in the Capitol Rotunda -- 10 a.m. to 2 p.m.
- ❖ Rotunda Rally – 12 noon to 12:30 p.m.
- ❖ Legislative Visits – 12:45 to 4:15 p.m.

Travel

- Final bus itineraries will be emailed to county educators February 20.
- Buses will leave The Concourse or Capitol Square at designated times.
- Snacks will be served on the return bus. Groups can plan a dinner at their “hub” in Eau Claire, Wausau or Green Bay if they wish.
- For those driving, there is parking at The Concourse Hotel and three other ramps near the Capitol.

Your county will coordinate bus and lodging with the State 4-H Office.
For special situations, contact Terry Boehner at 608-262-1223 or
terry.boehner@uwex.edu



Recommended Dress

- 4-H shirt
 - If you don't have a shirt with a clover, wear green.
- Slacks, khakis, skirts—try to avoid jeans.



Delegate Agenda

- ❖ 9:30 – Registration at The Concourse
- ❖ 10 a.m. – Kick-off speakers
 - ❖ Followed by:
 - ❖ Preparation for songs and rally
 - ❖ Training and practice for visits
 - ❖ Ready materials for visits (cards, buttons, etc.)
 - ❖ Lunch served during training starting at 11 a.m.
- ❖ 11:45 a.m. – Walk to the Capitol in county groups
- ❖ 12-12:30 p.m. – Rotunda Rally and Group Photo!
- ❖ 12:45 to 4:15 p.m. – Legislative Visits
(some buses may leave at 3 p.m.)



The Capitol Environment

- Many groups, many issues
- Legislators expect, appreciate your visits
- Legislators may be in session

What to expect at the visits...

- Photos will be taken
- People to help you navigate the Capitol
- Might be more than one county, larger group
- Might be other groups visiting with legislators
- Might meet with staffer

Sharing Experiences



Everyone will prepare...

- A few sentences about why you value 4-H, if asked by staffers or legislators
- A few sentences of Centennial thanks and 4-H impacts in your life to write in a notecard at The Concourse and personally hand to the staffers or legislators at the Capitol



Key Messages—prepared speakers

1. Thank the legislator for 100 years of 4-H support
2. Share a story about 4-H's value (see handouts for background information to add to your personal perspective)
 - A. youth development
 - B. community development
 - C. adult & volunteer development
3. Ask legislators to support 4-H in the future & invite them to an event back home



At the visit

- Let legislators/staffers know you are constituents
- Depending on group size, have the delegation introduce themselves
- Share outcomes and impacts of 4-H Youth Development programming – these can be “leave behind” materials
- Thank the legislator for their support!

As the visit wraps up...

- Share print materials from your county University of Wisconsin-Extension office about 4-H and other programs
- Invite legislators to events back home and provide dates of upcoming events
- Take photos with your mobile devices, post on social media and use in the press release provided
 - Use **#wi4h100** on Twitter, Facebook and Instagram

For legislative staffers

- Get contact information for legislators, all offices
- Ask legislators about their social media links and “like” them, follow them
- Share your social media with staffers, ask them to “like” and follow us

After the visit

- Have one person in your group fill out the visit report, give to UW-Extension staff
- 4-H staff will send a thank you letter and include any follow-up information, including upcoming in-district activities for legislators

Your homework...

- Research information about legislators you will visit
- What do they seemingly know about 4-H, UW-Extension?
- Political interests?
- Personal interests?
- Hobbies, affiliations, family, etc.?
- Bills, special interests, etc.

Finding your legislators

- Visit the Government Relations Website at <http://www.uwex.uwc.edu/government/>
- Follow the “How to find my legislator” link to get office contact information for your legislators.

Match the message to the person

- What 4-H Youth Development programs align with legislative interests?
 - Economic development through STEM
 - Leadership development
 - Life skills
 - Citizenship
 - Clubs
 - Community projects
 - Volunteering
 - Etc.

Designate roles for...

- Group leader
- Speakers for the five talking points
- Group note taker(s)
- Photographer(s)
- Social media posters
- Person to fill out visit summary after visit
- Person to work on/send press release(s) after visit
- Person to send official “thank you” to staffers/legislators
- Person to write first-hand account story for 4-H newsletter, newspaper, blog, school board or other outlet
- Person to send a thank you note to school/school board for excused absence
- Other assignments??



Training materials

<http://www.uwex.uwc.edu/government/>

4-H Centennial Resources

<http://blogs.ces.uwex.edu/4hcentennial/calendar/wisconsin-4-h-day-at-the-capitol/tools-for-scheduling-legislative-visits/>

Questions? Comments?



18 USC 707

UW
Extension

University of Wisconsin-Extension

Thank you!
YOU will make this event
a success!!

