

Advocating for LIHEAP– What Works

Presented By





As a former Legislator.....

Things that worked for me...

Get Up Close and Personal

- FACE-TO-FACE
- There is nothing like a face-to-face meeting– no email, letter, phone call can compare–
- When it comes to catching someone's interest and attention, **MEET WITH THEM FACE ON!**



Be Prepared!

- In advance of your face-to-face meeting, provide a summary of the high points for your meeting.
- Let the scheduler know you will be sending them information so please be on the lookout.
- Make it a **one-pager**, because people are busy and most of the time large packets of information gets thrown in the trash.
- **Grab their attention with shocking statistics.**

**ARE YOU
READY?**

Shocking Statistic

- Only 20% of those in who qualify FOR LIHEAP actually receive LIHEAP benefits.
 - Imagine....



Leave Them with Your Ask



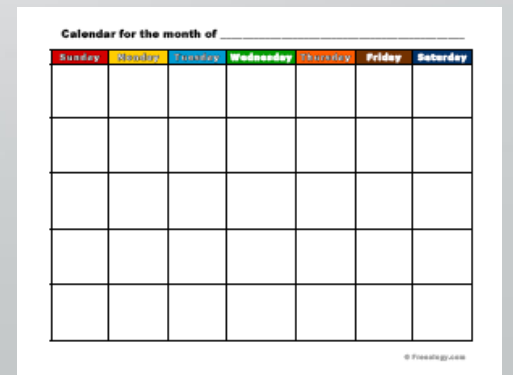
- Let them know specifically what you need from them.
- Don't leave them wondering what they need to do.

Finally: Schedule a Follow up Call or Meeting

Pull out your calendar and schedule your next meeting before you leave the room.

Send the Calendar Notice to them right then and there.....

Leave your Card and Contact Information and
BE SURE TO GET THEIR DIRECT CONTACT INFORMATION



- LIHEAP DAY at the Capital

