

Creating a Passionate and **DATA DRIVEN** Story (elevator speech) to Support CEC's Legislative Recommendations

Objective

Successful and compelling stories use data to articulate a proven/expected outcome for children and youth with exceptionalities and the professionals who work on their behalf. Begin with the impact special education and early intervention has on children and youth with exceptionalities and how your professional role within the system influences the positive outcome.

Elevator speeches are brief opportunities – may be one-to-two minutes – to pique the interest of anyone whose ear you'd like to bend about policy.

TOP TEN TIPS!

1. A "hook"	<input type="checkbox"/> Open your pitch by getting the members attention with a statement or a quote.
2. Passion	<input type="checkbox"/> Passion often inspires action. <input type="checkbox"/> Deliver with energy and dedication – to stir an emotional reaction and cause your Member of Congress to care.
3. CEC Legislative Recommendation	<input type="checkbox"/> Start with sharing one of CEC's legislative recommendations.
4. Data Matters	<input type="checkbox"/> Offer "good" and "bad" data from data sheets you have prepared. <input type="checkbox"/> Knowing your facts helps establish you and your association as a credible resource and a "go to" person for the future.
5. Personal	<input type="checkbox"/> Share your connection and how you have worked to develop solutions to the policy issue. <input type="checkbox"/> Connect on a personal level. <input type="checkbox"/> Describe how to create solutions together.
6. Relevant and Accessible	<input type="checkbox"/> Tailor a jargon free story to deliver to your Member of Congress. <input type="checkbox"/> Why issue is important to State and District and the Members constituents. <input type="checkbox"/> Steer away from extreme examples. <input type="checkbox"/> Advocacy with real life experiences is your most persuasive tool.
7. Necessary Resolution	<input type="checkbox"/> Point out the perils of the current circumstance followed by the benefits to your Member of Congress and their constituents.
8. Connection to Policy	<input type="checkbox"/> What are the broader implications of your story? <input type="checkbox"/> Articulate how federal policy can make a difference.
9. CEC Legislative Recommendation	<input type="checkbox"/> End your story by circling back to repeat CEC's legislative recommendation on the issue and asking your Member of Congress their position the issue.
10. Commitment from Member	<input type="checkbox"/> Ask your Member for a commitment regarding how they will help. <input type="checkbox"/> Ask them what they are currently doing on the issue. <input type="checkbox"/> Be a good listener. <input type="checkbox"/> Provide one last example of how they can be a "hero" and how their constituents will care and appreciate their work. <input type="checkbox"/> Thank your Member of Congress. <input type="checkbox"/> Leave the door open for the future.

Developing and **PRACTICING** Your Story

Let's Practice

Okay, it is your turn now to develop and practice your story. Prior to coming to Washington, D.C. prepare four short stories to share with your state teams during Monday's meeting to prepare for your Hill visits.

Use the four Issue Briefs along with relevant data from your data sheet.

Issue Brief: Education Appropriations

Issue Brief: Keep Public Funds in Public Education

Issue Brief: Special Education Teacher and Early Intervention Provider Shortages

Issue Brief: Social and Emotional Learning, Positive Climate, and Mental Health Supports

PRACTICE!

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