



Legislative Breakfast 2025

Advocacy Communication: Greeting and Meeting

1. Thank the elected official or staffer for his or her time and attendance.

2. **Introduce** yourself (Outline your background to establish credibility.)

“My name is John Smith and I’m an elected extension council member from Johnson County in southeast Iowa. By day, I work as the head engineer at a manufacturing plant. I first learned about extension by becoming a Master Gardener.”

3. **Build common ground** on the issue

“As a fellow elected official, I take my responsibilities seriously and work to make sure that the tax dollars we manage are well spent and benefit the citizens of our county. I’m really proud of the impact we’ve made in our county.”

4. **Emphasize your main message**

“The most important thing I want you to know today is that extension has incredible public value.”

5. **Provide data, example, or a story to illustrate and support position**

“In your folder is an impact report for every county in your district. I’m especially proud of the efforts extension has made in training child care workers this year, helping to fill that need in our community.”

Or “For every dollar in tax funding, we create \$2 of impact to our communities. Here are a few of the impacts we’ve made in the last year in Iowa.” (point out impacts on back of folder)

6. **Call to action:** Make your ASK and thank them for their time

“I hope you’ll remember the impact extension has for the Iowans in your district and that it is a good public value for the taxpayers. If you see a need in your district that ISU Extension and Outreach can help address, please let us know.”