



AEO Association for
Enterprise Opportunity
[THE VOICE OF MICROENTERPRISE]

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THE
POWER OF MICRO
OF BUSINESS

Meeting with your Legislators – Basic Instructions from Start to Finish

AEO 2012 National Conference

Capitol Hill Visits

May 3, 2012

2:00pm – 6:00pm

Meeting with your Congressional delegation is vital to ensure they understand the key issues facing microbusiness in their state and across the country. Even if you are not an expert on legislative issues, or have never talked to an elected official, you can still hold an effective meeting with your Senators and Representatives. By making an introduction and leaving behind information, you are taking the first step in developing a very important relationship.

How to Schedule Your Meeting

- Try to meet with your two Senators and your Representative in the House.
- Click [here](#) to find your Senators, and [here](#) to find your Representative.
- Send your request in writing to the Scheduler in the Washington, DC office. To find the name of the Scheduler, call the Washington, DC office to ask for the name, fax number or email address, and how they handle meeting requests.
- Be sure to note who you are, your affiliation with AEO, and the 21st Annual National Microbusiness Conference in your meeting request.
- Be sure to follow up with a phone call to ensure the Scheduler has received your request.
- Please note **it is common to meet with a member of the Legislator's staff**. Legislators rely heavily on their staff and you should consider this as valuable as meeting with the Senator/Representative.

Prepare for your Meeting

- Take a minute to review AEO's key issues as well the 2012 Policy Priorities.
- AEO will provide you with a one-pager at the Conference to leave behind for your Legislators that will include information on AEO's 2012 Policy Priorities and an Overview of Microbusiness in your state.
- Most meetings last 15 minutes. However, be prepared for 20 seconds or 30 minutes.
- Prepare to tell your story about the impact your organization plays in entrepreneurship and microbusiness development in your state. Discussing specific success stories is very powerful.

Meeting Day

- Be prepared, be on time, and be flexible.
- Here is a sample meeting agenda you may find helpful:
 - Introduce yourself, your organization, your affiliation with AEO, and where you are located.
 - Share the one-pager with the Legislator/staff and discuss microbusiness in your state and the important role your organization plays in entrepreneurship and microbusiness development.
 - Ask them for District office contacts so you can establish a relationship at home as well as in Washington, DC.
 - Leave behind your business card and the AEO one-pager.
 - Collect cards from everyone with whom you meet.

Follow UP

- Thank the Legislator/staff member with an email promptly after your meeting.
- Reiterate your request to establish a relationship at the District office.
- Give feedback to AEO about your visit. Send your comments to Martin Feeney at mfeeney@madisonservicesgroup.com.



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