



Hook, Line and Sinker

Hook, Line, and Sinker is a simple strategy to help you with your advocacy efforts. This approach will help ensure you cover the key points to make your legislative ask strong and effective.

Hook, Line, and Sinker can be used in different situations, including making a visit with your elected official; making a request over the phone, email, or letter; speaking to the media; testifying in a committee hearing; and anytime you want to make a request.

Hook: Introductions

Everyone should briefly introduce themselves at the start of the meeting. Consider sharing a few unique details to underscore the fact that your group represents a broad cross-section of community members.

Line: Stories and Statistics

Provide the policy maker with local stories and/or basic statistics about your chosen issue. This could include sharing of personal stories and experiences. Policy makers especially appreciate real-life examples that put a human face on an issue.

Sinker: The Request

Stay on message! Make a clear request of the policy maker. Ask for a commitment and then listen carefully to the response. Policy makers will often need some time to consider supporting or opposing a proposed change, but they will often share important insights into their thought process. Remember to thank them before you leave!