The 5 Ps for Persuading Policy

1. PREPARE
   Understand the issue. Decide who you should talk to about the issue and research their position.

2. PRACTICE
   Rehearse what you are going to say. Practice with a friend.

3. PROPOSE
   Introduce yourself and then tell the legislator why you’re here. Be able to explain your issue in one to two sentences.

4. PERSONALIZE
   Explain how the issue personally affects you. Explain why the issue also affects your legislator.

5. PERSIST
   Follow-up with a personal letter or email. Thank legislators for their time and remind them of the importance of the issue.