E2A Agenda

4:00 p.m.
Welcome & Introductions

4:05 p.m.
Panel: How and Why to Tell Your Story

4:40 p.m.
Key Federal/State Issues in 2018

5:00 p.m.
What’s Your Spiel? —creating an effective elevator speech

5:30 p.m.
Wrap up
Tennessee ranks 50th in voter turnout.
Now more than ever, it is easy to perform our civic duty!

50th

REGISTER TO VOTE ONLINE:
ovr.govote.tn.gov

Tennessee ranks 40th in voter registration.

REGISTER TO VOTE ONLINE:
ovr.govote.tn.gov
E2A Panel

How and Why to Tell Your Story

Evan Espey

Nathan Fields

Rochelle Frazier-Beard

Rep. David Hawk
Evan Espey

• Why is it important to make personal visits to your legislators/policymakers?

• Please share a personal story you had meeting with legislator that was effective or that was NOT effective. What made it effective or not effective?
Because time is limited when you meet with legislators or congressional staff, what are the top three things you should include in an introduction to them?
Rochelle Frazier-Beard

• What is your best advice for making effective visits with your legislators?

• Any tips on what to avoid when meeting with legislators?
Representative David Hawk

- What tips do you have for building relationships with legislators?

- What elements have been present in the most effective visits with your constituents?
Access to civic life is a fundamental part of American society. The rights of persons with disabilities are as important as those of our peers.
Let’s start at the Top – Washington DC

• This is a time of great uncertainty and change

• Changes at the Federal level will have a significant impact on people with disabilities.
Here is what we do know

• Governing requires listening to the needs of constituents.

• We must ensure that our elected officials hear from us and understand our needs and concerns and those of we serve.

• Democracy is not a spectator sport. We all need to be involved.
Civil Rights

- Americans with Disabilities Act
- Voting Rights
- Enforcement
Education

- Individuals with Disabilities Act
- Federal role in Education
- Vouchers
- Charter Schools
- Privatization
Employment

• Wage and hour laws
• Minimum wage
• Social Security
Health Care

• Affordable Care Act

• Medicaid

• Medicare

• Mental Health
Transportation and Housing

- Accessibility
- Discrimination
- Affordability
110th General Assembly – Tennessee

- Access to health care
- Medicaid work requirements
- Autism services
- Support for aging caregivers
- Supported decision-making
- TN Disability Act
- School Vouchers
- Direct Support Professional wages
Community Reception
February 13
5-7pm
Millennium Maxwell House
2025 Rosa Parks Bvld
Nashville

#DDH2018
February 14
9 am- 2 pm
Cordell Hull Building
425 5th Ave North
Nashville
WHAT’S YOUR SPIEL?
REFINING YOUR MESSAGE WHEN SPEAKING TO LEGISLATORS

Kelsey Loschke, Director of Community Relations
Legislative Visits
What is a spiel?
What is a spiel?

A fast speech that someone has often said before and that is usually intended to persuade people to buy something, agree to something, etc.

-OR-

A succinct and compelling description of what you want and why it matters.
Why have a spiel?
Why have a spiel?

Creating a spiel creates a foundation for your meeting.
Creating Your Spiel
Do

☐ Be brief – 30-60 seconds
Do

- Be brief – 30-60 seconds
- Be clear – avoid jargon and acronyms
Do

- Be brief – 30-60 seconds
- Be clear – avoid jargon and acronyms
- Be passionate! – focus on “why” not just the “what”
Don’t

- Repeat a mission statement
Don’t

- Repeat a mission statement
- Deliver a history lesson or a monologue
Four Components

1. Strong introduction
   • Story
   • Tagline
   • Interesting fact
   • Statistic
Four Components

1. Strong introduction
   • Story
   • Tagline
   • Interesting fact
   • Statistic

2. Demonstrate the need or problem
Four Components

1. Strong introduction
   - Story
   - Tagline
   - Interesting fact
   - Statistic

2. Demonstrate the need or problem

3. Explain your proposed solution
Four Components

1. Strong introduction
   - Story
   - Tagline
   - Interesting fact
   - Statistic

2. Demonstrate the need or problem

3. Explain your proposed solution

4. Engage your listener
Examples

Opening  Healthcare is essential to my family.

Problem  While both my husband and I work, we are still unable to make ends meet when it comes to paying for the services our child needs.

Solution  What keeps us afloat is the essential services our child receives through Medicaid. These are benefits for children and people with disabilities, like our son, not just for poor people as we often hear people say.

Action  I ask that you support Medicaid programs in Tennessee. Do you know anyone else that receives Medicaid services?

DISABILITY RIGHTS TN
Create Your Spiel Work Session

**DO**
- Be brief – 30-60 seconds
- Be clear – avoid jargon and acronyms
- Be passionate! – focus on “why” not just the “what”

**DON’T**
- Repeat a mission statement
- Deliver a history lesson or a monologue
- Write a script

**Four Components**
1. Strong introduction
   - Story
   - Tagline
   - Interesting fact
   - Statistic
2. Demonstrate the need or problem
3. Explain your unique response
4. Engage your listener
Share Your Spiel
Final Thoughts

This exercise is meant to be a tool to assist you in preparing for a legislative visit. Don’t let this format limit you when thinking about meeting with a legislator.

**Be creative. Be passionate. Make a visit.**
Jan. 18: Vanderbilt Kennedy Center Martin Luther King Jr. Lecture

Jonathan Martinis, Supported Decision Making

vkc.mc.vanderbilt.edu/events

Jan. 18-April: The Arc Tennessee Public Policy Advocacy Webinar Series

Introduction to the TN General Assembly legislative process

www.thearctn.org

Feb. 13: TN Disability Coalition Community Reception

Millennium Maxwell House Nashville, 5-7 pm

www.tndisability.org
February 14: Disability Day on the Hill

• Need help scheduling meetings with legislators?
  » Tennessee Disability Coalition: email ddh@tndisability.org or call: 615-383-9442.
  » The Arc Tennessee: email cguiden@thearctn.org or call toll-free 1-800-835-7077 or local 615-248-5878 ext. 14.

• TN Disability Policy Alliance Program: 10:00-11:45 am (old Supreme Court Room)

• TN DD Network Communication: Facebook Live streaming and Live tweeting from DDH (#DDH2018)