



Congressional District Leader and Senatorial Leader Training

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Agenda

- CDL Responsibilities
- Establishing CDLs
- CDL Best Practices
- Network of Advocates
- Group Discussion

CDL Responsibilities

- Act as a liaison between NARFE members and the congressional office
- Stay informed
- Facilitate congressional meetings
- Provide legislative updates

CDL Responsibilities

- Have an email address and internet
- Strong communication skills
- Understand the legislative process
- Nonpartisan approach
- Work with Advocacy Department staff

CDL Responsibilities

- Keep current on NARFE issues
- Connect on relevant issues
- Invite legislator to speak at NARFE meetings

CDL Responsibilities

- Legislative Chair, CDL and SL Guide
 - Duties and Responsibilities
 - Establishing CDLs
 - Responsibilities
 - CDL Best Practices
 - How to Identify NARFE Advocates

Establishing CDLs

First Steps for New CDLs

- One local point person is preferred
- Staff want to know who to contact
- Ensure all NARFE members receive the same information from legislators
- Use 10 percent funds

Establishing CDLs

- Connect with NARFE leaders
- Schedule Introductions to NARFE members
- Contact the Congressional Office

CDL Best Practices

- Understand NARFE's legislative priorities
- Determine how to spread the word
- Call when time is of the essence
- Follow up after every meeting

CDL Best Practices

- Lead by example
- Regularly participate in advocacy activities
- Work with all members in your district/state
- NARFE is nonpartisan

CDL Best Practices

Complete the Congressional Meeting or Request Feedback Form!



The screenshot shows the NARFE website header with the logo and navigation menu. The main content area features a large banner for the 'Congressional Meeting or Event Feedback Form' with a background image of the U.S. Capitol building at night. To the left of the banner is a sidebar with various links under the 'Advocacy' section, including 'Contact your Legislators', 'Top Issues', 'Weekly Hotline Update', 'NARFE-PAC', 'Relationships with Lawmakers', 'Congressional Testimony', 'Letters From NARFE', 'Advocacy Webinars', 'Coalition Partners', and 'Contact NARFE's Advocacy Department'. Below the sidebar are buttons for 'JOIN NOW!' and 'RENEW NOW!', and social media icons for Facebook and Twitter. At the bottom of the page, there are icons for 'Federal Campaigns' and 'Surveys'.

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PRESS ROOM

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Network of Advocates

How Should CDLs Spread NARFE's Message?

- Build a group of committed advocates
- Target those who have community ties
- Delegate responsibility
 - Play to people's strengths

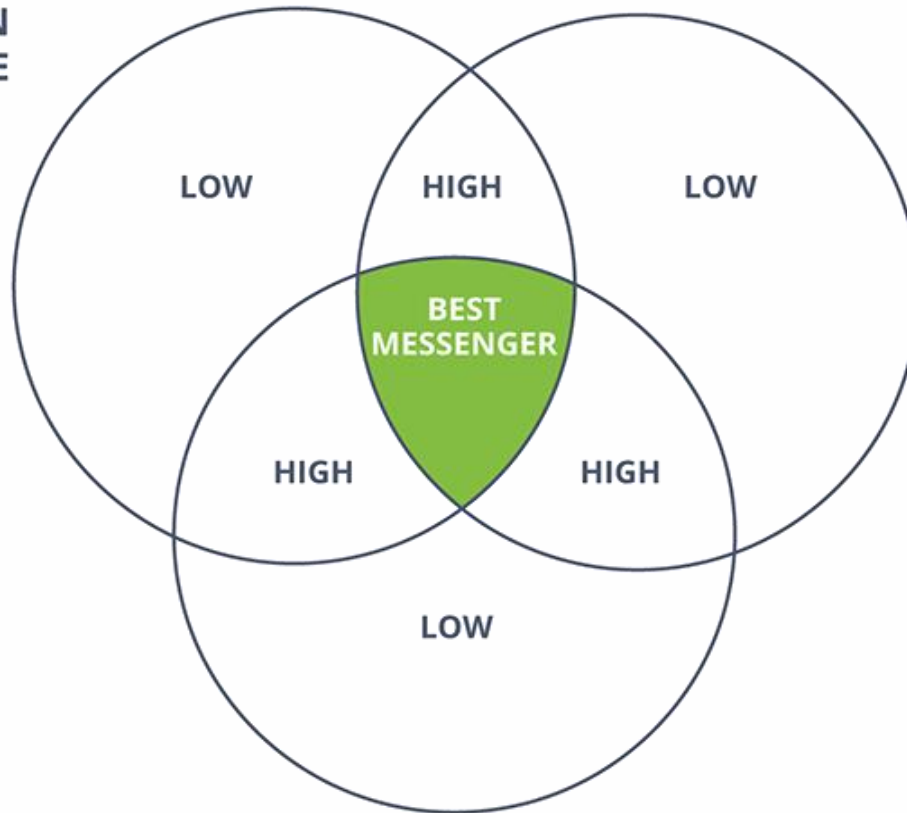
Network of Advocates

- Find out who's taking action
- Use available tools
- Ask people how they prefer to engage

Network of Advocates

EXPERTISE ON
THE ISSUE

INFLUENCE YOUR
TARGET AUDIENCE



EFFECTIVE COMMUNICATOR

Network of Advocates

- Keep NARFE members informed
 - Don't overwhelm
- Harness relationships
- Applaud NARFE advocacy efforts

Network of Advocates

“Driving the train doesn’t set its course. The real job is laying the track.”

-Ed Catmull, Author, “Creativity, Inc.”

Group Discussion

- Groups of 6 or less from different federations
 - What are your federation's CDL goals?
 - What could you improve upon?
 - Tips for CDL effectiveness?
 - What's keeping you from developing a program? (for federations without CDLs)

Thank You!!

Questions?

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