

### 1. Do your research:

- Identify all candidates running for a specific seat.
- Check to see if corresponding candidates have a campaign email address or online form to submit communications and invitations.
  - If not, you can use their phone number or other listed contact information for your outreach.

### 2. Craft and send your invitation to ALL candidates:

- Draft your invitation to include; a clear introduction of who you are, what issues you hope to discuss, and inviting the candidate to meet with you in your community/district/state.
  - Consider using the ADA template invitation that can be tailored to fit your personal requests.
- Include your contact information so that the candidate/staff may follow up to schedule a time to meet.
- Include language that explains you are seeking/welcoming meetings with ALL candidates to ensure everyone understands and support diabetes policy.
- MAKE SURE to document all issued invitations.
  - Email is easiest (simply BCC yourself), otherwise keep a ledger of your outreach ideally in digital format.

### 3. Follow up:

- You may not receive a response immediately – be prepared to follow up.
- Consider ‘plan B’ – research whether candidates will be making public appearances or attending candidate forums and if possible plan to attend and seek them out for introduction and discussion.

### 4. Once you get a meeting – PREPARE, PREPARE, PREPARE:

- Be prepared to tell your story
- Make sure to have materials you can leave behind that speak to local/state/national impact of diabetes
- Share ADA policy and regulatory priorities
- Let ADA Grassroots Advocacy and/or State Government Affairs staff know once you have confirmed a meeting with candidates.

### 5. Host or attend your meeting:

- Remember as an advocate, you are an expert on your experiences – be confident.
- Take notes.
- Ask questions
- Offer yourself and the ADA as a resource for information
- NEVER express partisan views or behave in any way partisan

### 6. After your meeting:

- Send a thank you note and follow up with any requests for more information.
- Let ADA Grassroots Advocacy and State Government Affairs staff know how the meeting went. You can use [www.diabetes.org/candidate](http://www.diabetes.org/candidate) to report your visit information or email us at [grassroots@diabetes.org](mailto:grassroots@diabetes.org)
- Stay in touch – remember the goal is to maintain your relationship throughout their candidacy and beyond.

### Reminders:

- NEVER express partisan views or engage in partisan activities
- NEVER endorse a candidate for public office or political appointees
- A personal relationship is worth more than a campaign check – cultivate your relationship and set yourself apart!