Legislative Breakfast Event Tips

Hosting a Legislative Breakfast- for AC Overview

The legislative breakfast is mainly an informal gathering to make them aware of UNH Extension. Some legislators will stay a while others will not.

- Inviting legislators to meet us in a less formal, more social setting is an excellent way to build and grow a relationship, impress upon them the fine work you are doing on behalf of their constituents, and become a trusted resource they and their staff turn to when they need information.

Goals

Our goal is not a heavy sell - you want them to leave with a smile, having enjoyed themselves and found new partners in serving their constituents. It is best to emphasize our strengths. They should leave with just enough written information to be useful; your business card is best. Please let us know if you need cards.

- The room will be set up for talking and listening; definitely not lecture style. You will introduce yourself to the legislators and try to ask a question. The legislators have a tendency to stick together and talk shop, accept this for a while. If it goes on, gently join the group and interrupt. Be polite, but engage one or several in a separate conversation bringing them back to our services.

- Listen carefully to what they are telling you, clarify anything you don't understand. Ask how you can be effective and helpful to them. Comments might include "This is going to be a difficult budget year." Your response, "How can we help you ensure that vital services like this remain available for the people who need them?"

  or "Tell me about yourself," a.k.a the only icebreaker you’ll ever need. The beauty in opening with “tell me about yourself” is that it allows you to start a conversation without the fear that you’re going to inadvertently make someone uncomfortable or self-conscious. Posing a broad question lets people lead you to who they are.

or "What do you know about Extension?" then listen. Their response will determine how you should answer. Possible answer, "That is not uncommon, which is why we’re here today...let me give you a few highlights as an introduction..." Others will have heard of Extension and you can still give highlights perhaps in a specific program areas or region or broader program areas that they may not be aware of.