

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.