“Grassroots is no longer just a nice “to-do” for corporations and associations. Data and research continually prove that constituents and local voices have the greatest influence on legislators – as they should since they are elected to represent those individuals.

But it takes more than frequent form letter campaigns to make a real difference. In a noisy and demanding advocacy world, savvy organizations are investing in educated and empowered grassroots advocates from all levels that can speak strongly on behalf of the industry, the organization, and themselves.”

-Rikki Amos, Director US Public Affairs Practice, Public Affairs Council
Advocacy Best Practices

Sandy Kuhlman
CEO, Hospice Services, Inc.

Monica Lewis-McCommas
Administrator, Silverado Hospice Dallas

Tony Kudner
Program Manager, Grassroots Advocacy, NHPCO HAN
Why Grassroots Matters

The voice of the constituent is king. How and where we use that voice makes a tangible difference in the future of hospice.

*Communicating with Congress: Perceptions of Citizen Advocacy on Capitol Hill, 2011.*
The Importance of Year-Round Engagement

• Fly-in can’t be your sole advocacy ‘checkbox’
• Educating Congress on complex issues takes time and repeat engagement
• Easier than you think!
Case Study: Hospice Services, Inc.

- Kansas’ history to Senator Roberts
- Coordination with other programs
- Maintaining the relationship
Case Study: Silverado Hospice

- Multi-site, multi-state hospice provider
- Internal roadblocks? Approval for engaging?
- What is expected of each hospice location?
- Early successes?
A Basic Roadmap

• Be strategic - who represents you that might be influential to hospice?
• Quarterly Interactions
  • Site visit to a patient home or an IPU
  • Email or phone call - share good news as well!
  • Advocacy Intensive & Hill Visits
• HAN Has plenty of tips and guides, and we can back your interactions up via our great lobbying team
• Let us know your successes - we love to share them, and hospice wins when we work together!
Takeaways

• It’s a year-round process
• Speaking with a unified voice
• Build champions before you need them
• Sign up for the *HAN Grassroots Quarterly*
• We have your back!
Q & A?