

# Porter's Principles

## For Meetings with Members of Congress

Research!America's chair, **The Honorable John Edward Porter**, served in the U.S. Congress for 20 years. To help today's advocates, he has a few simple principles for developing a productive and long-lasting relationship with your congressional delegation.

### How To: Make an Appointment

- Request the meeting as soon as possible, but no more than a month in advance.
- When calling or e-mailing an office, ask for the scheduler's name so you can address them directly.
  - Send the meeting request per their preference (fax, email, etc.) and include your complete contact information.
- Meeting requests should clearly state what issue or topic you wish to discuss so the scheduler can direct you to the appropriate staffer if your member is not available.
- If the member is not available, accept a meeting with the appropriate staff person.
- Follow-up by phone and e-mail.

### How To: Have a Successful Meeting in Your Member's Home/District or Washington Office

- Be prompt and patient.
  - Be on time and prepared to wait if needed.
- Start with a thank you.
  - Thank the member for their service to you as their constituent and for taking the time to meet with you.
- Have a specific and singular request. Examples include:
  - Support specific legislation.
  - Ask your member to sponsor or endorse a "Dear Colleague" letter.
  - Invite members and their staff to come see where you work.
- Be brief.
  - Plan what you want to say and provide essential background information.
- Speak with passion and personalize the message.
  - Tell a story and make it relevant to the member.
- Follow-up.
  - Make sure to send a thank you note that reinforces your request and includes any materials that might be useful to the member/staffer based on your meeting.



### John Porter's Advice for Meetings on Capitol Hill

**If your member is not available, plan a meeting with a member of their staff.**

**Treat staff as you would the member.**

**Staffers are highly influential, and members rely on their input.**

Congressional staffers:

- Research & monitor issues
- Advise the member
- Read & respond to constituent mail
- Meet with constituents
- Serve as gatekeepers
- Plan the member's schedules
- Schedule their own meetings



Questions? Contact Emily Connelly at [econnelly@researchamerica.org](mailto:econnelly@researchamerica.org).

# Advocate.

Make research to improve health a higher national priority.

Strong advocates make strong arguments. Use these advocacy messages:

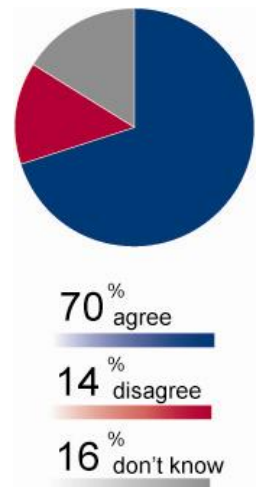
## Research Stimulates our Economy and Increases Competitiveness

- The U.S. must innovate to thrive in the global economy. Research is the foundation of innovation and a proven pathway to a stronger economy.
  - **Lasting recovery:** Eras of prosperity and innovation often spring from times of turmoil such as the current economic crisis. Investing research nationwide is critical to rebuilding and growing our economy.
  - **Economic impact in 50 states:** Federally-funded research is leveraged in communities across the country to create jobs, infrastructure and intellectual capital in the private and public sectors. We must accelerate the pace of innovation if the U.S. expects to remain competitive.
  - **Jobs and businesses of the future:** American ingenuity has always driven our economic success. We must invest in the next generation of scientists, innovators and entrepreneurs to solve not only today's problems but anticipate and preempt emerging threats to health.

“We need a bold and coordinated plan of action to prepare our children for careers in innovation, provide support to scientific research and get our economy back on track.”

~ Francis S. Collins, MD, PhD, director of NIH

70% of Americans say the U.S. is losing its global competitive edge in science, technology and innovation.



## Research is an Essential Component of Health Reform

- America's research portfolio is positioned to rapidly turn science into solutions for health care. Research is fundamental to the development of a smarter health care system in the U.S.
  - **Longer, healthier lives:** Investing in federally-funded research strategically will allow the nation to overcome current and emerging health burdens.
  - **Smarter health care:** Increased investment in research will accelerate the developing fields of personalized and regenerative medicine. Simultaneously investing in a national health IT network will allow faster adaptation of research into practice and evaluate the impact of health reform.

“Investing in health and medical research must be a priority in 2011, so we don't lose the new capacity and momentum gained from stimulus dollars that went to research.”

~The Honorable John Edward Porter

73% of Americans say research to improve health is part of the solution to rising health care costs.

