



Resources for August 2014 Home District Blitz

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What is a Congressional Blitz?

- Any organized effort by a particular group to hold Congressional visits during a time window
- Examples:
 - SEA (Space Exploration Alliance) February in DC
 - Many, many others



What is a Home District Blitz?

- An organized effort to visit members of Congress in their home districts during the August recess
- Advantages:
 - Less expensive for NSS members to participate
 - Better chance to actually meet the Congressperson
- Disadvantages:
 - Specialized space staffers usually work in the DC office
- Examples:
 - AIAA usually does an August Home District Blitz



Preparation

(There is this thing called the Internet)

- Figure out what district you are in
- Figure out who your Representative/Senator is
- Figure out where their local offices are
- Figure out when the August recess is
- Figure out what the phone number of the local office (s) are
- Order **Ad Astras** from dale.skran@nss.org



Resources

- NSS August Blitz Talking points
 - See [http://www.nss.org/legislative/blitz/NSS Talking Points August 2014.pdf](http://www.nss.org/legislative/blitz/NSS_Talking_Points_August_2014.pdf)
- Main points
 - Support Commercial Crew
 - [http://www.nss.org/legislative/positions/NSS Letter to Congress June 2014.pdf](http://www.nss.org/legislative/positions/NSS_Letter_to_Congress_June_2014.pdf)
 - [http://www.nss.org/legislative/positions/NSS Position Paper Commercial Crew 2014.pdf](http://www.nss.org/legislative/positions/NSS_Position_Paper_Commercial_Crew_2014.pdf)
 - International Space Station
 - [http://www.nss.org/legislative/positions/NSS Position Paper Dependence on Russia 2014.pdf](http://www.nss.org/legislative/positions/NSS_Position_Paper_Dependence_on_Russia_2014.pdf)
 - Support Commercial Space
 - Asteroid Detection
 - [http://www.nss.org/legislative/positions/NSS Position Paper Planetary Defense 2014.pdf](http://www.nss.org/legislative/positions/NSS_Position_Paper_Planetary_Defense_2014.pdf)



Talking Points

- Review and discuss
- The Talking Points have now been finalized
- The final version is an NSS position paper



Planning

- Identify local NSS members who are interested in participating
 - More than 1 is good
 - More than 4 is too many
- Identify when your team is available
- Identify a designated driver(s)
- Read all the resource materials before the meeting
- Know in advance what your main points will be
- Know in advance if and why your Congressperson supports space
 - Know if a NASA location or aerospace industry is located in their district



Making Contract

- Know the correct name and how to pronounce it
- Identify yourself as an NSS member who lives in state/district
- Be prepared to prove you live in state/district
- Ask to speak to the Congressperson
- Know what you want to talk about and describe it in a few sentences
- If you need to call back, call back daily until the meeting is set up.
- Send email to dale.skran@nss.org saying who is going to the meeting, the district, and who the meeting is with.
 - Let Dale know if you want other interested NSS members to contact you and if so, how
 - Email is suggested.



The Actual Visit

- Bring a camera
 - Have a designated camera-person
 - Especially take a picture if you meet with the Congressperson/Senator
- Make sure your team is on-board with the talking points
- Know who will talk first, 2nd, and so on.
- It is best to have one leader but also to ensure that all get to say something
- Get there early



Dress Code

- Men
 - Conservative suit and tie; jacket and slacks ok
- Women
 - Business suit/dress slacks/conservative dress
- No-nos
 - Jeans, cut-offs, shorts, sandals
 - Cocktail dresses or revealing clothes
 - NASA jump suit, Spock ears, mission patches, etc.
 - Ties with rockets on them
 - Message T-shirts unless it is an official NSS T-shirt or other garb
- OK
 - Space related tie clip or lapel pin



It's Showtime

- Your meeting will be short – as little as 10 minutes but no more than 30 minutes
- Get right to the point
- Always refer to Senator XXXX or Congressman YYY or Congresswoman ZZZ
- Emphasize that you are unpaid volunteers and DO NOT represent the aerospace industry
- Be sure and ask for at least one specific action
- Don't forget to ask for a picture if appropriate
- Your leader needs to be willing to cut off stuff that is off-topic or rambles on



The Friendly Staffer

- Knows a lot about space
- Favorably inclined toward NASA
- May not know much about commercial space
 - A chance to educate
- Be sure to identify how we can help the staffer and/or the Congressperson
- If they wish, we will meet with them in DC at their convenience



The Hostile Staffer

- Old version: NASA is a waste of money that ought to go to the poor
 - Focus on economic benefits of space
- New version: Commercial Space is evil, Elon Musk is arrogant, etc. etc.
 - Try to find a positive common ground
 - Try to understand the roots of their concerns



The Wrap

- Don't overstay your welcome
- Say thanks and shake hands
- Leave copies of position paper and Ad Astras
 - One set is fine for this kind of visit



After You Leave

- Send thank-you to the staffer
- Have a de-briefing with your team if possible
- Send an email report to dale.skran@nss.org
- Include:
 - All pictures taken
 - Name of Congressperson/Senator
 - District/State
 - Title and name of staffer(s)
 - Email address of staffer(s)
 - Name and email address of DC space staffer
 - Summary of meeting
 - Rate 1-5, with 1=friendly and 5=hostile