

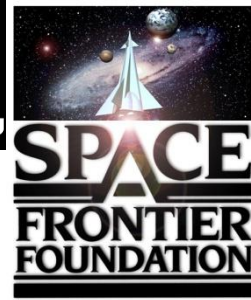


Training/Preparation for the ASD/NSS/SFF August 2018 Home District Blitz/Fall Fury

Ian Burrell

Chair, August 2018 Home District Blitz/Fall Fury

Version 5 July 20, 2018



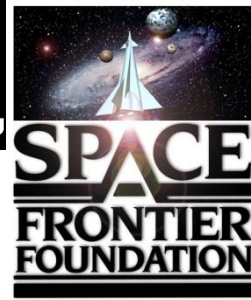
What is a Congressional Blitz?

- Any organized effort by a particular group to hold Congressional visits during a time window
- Examples:
 - SEA (Space Exploration Alliance) February in DC
 - ASD/SFF/NSS March Storm
 - Many others ...



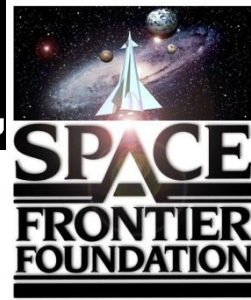
What is a Home District Blitz?

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



How does the 2018 August Home District Blitz/Fall Fury compare to the March Storm in DC?

- The Home District Blitz (HDB) is in your home state, not in DC
- The March Storm in DC occurs during one week in March, while the Home District Blitz/Fall Fury starts in August and run into the fall
- Both events use talking points/slides based on the ASD annual campaign goals
- Any space interested person is welcome to join both events



How does the 2018 August Home District Blitz/Fall Fury compare to the 2017 August Home District Blitz?

- The key difference is suggested by “Fall Fury”
 - The Blitz will continue until all key targets are visited
 - This will, based on past experience, take at least several months
- I thought we were trying to match the August recess?
 - There is no August Recess for the Senate this year
- Experience last year suggests that our ability to actually meet with Senators and Reps goes up a lot by stretching the meetings over several months
 - This allows for follow up meetings with the Senator/Rep after an initial meeting with a staffer



Getting Started

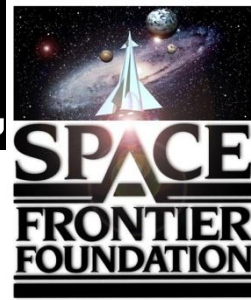
- Sign up at:

<https://goo.gl/forms/nWduC0IU2rG1n6yn1>

– The Blitz participant list will not be sold or otherwise publicized

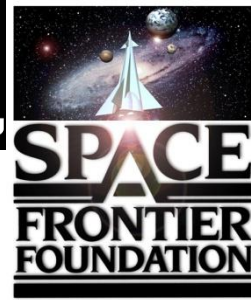
- There is a lot of material at

<http://www.nss.org/legislative/> including detailed instructions for setting up appointments



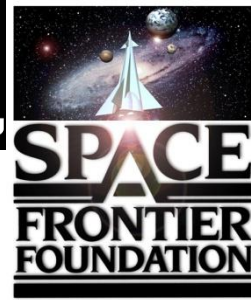
What Happens Next?

- Determine your Congressional District
- Contact Ian at ian.burrell@allianceforspacedevelopment.org to let him know what you are doing
 - He will either point you to a district/state coordinator or enlist you as the coordinator for your district/state
 - He may direct you to a key meeting that is already set up
- Most likely, you will need to set up the Congressional meeting
- Target August, but later is OK
- Decide how many meetings you want to set up



How Ambitious Are you?

- The basic goal is to meet with your own Congressperson
- The next step is to meet with your two Senators
- Contact Ian and he will suggest priority targets on key committees



Making the Appointment

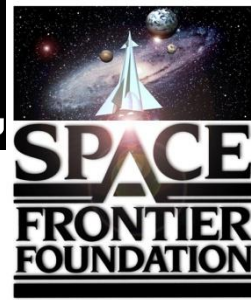
(for the Team Leaders, which is probably you)

- Know the correct name of the Representative/Senator and how to pronounce it
- Identify yourself as an representative of the August HDB who lives in state/in district
- Be prepared to prove you live in state/district
- Say that a group from August HDB wishes to speak with the Congressperson/Senator
- 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
- Once the appointment is made, send email to ian.burrell@allianceforspacedevelopment.org with the basic info – team leader, name of staffer, and date of meeting
- Ian will help you to get other people in the district to attend the meeting, but if it ends up being just you, that is fine



Preparation

- Team Leader:
 - Print out 2 sets of the talking point slides to give to the staffer(s) and/or Representative/Senator
 - Print out 1 set of the talking point slides for themselves
 - Print out 2 copies of each of the Bills: one to give away and one for yourself
 - Research the background of the Representative/Senator
- Team members:
 - Print out 1 set of the talking point slides for themselves
 - Research the background of the Representative/Senator



More Preparation for All

- Know in advance what your main points will be
- Have a plan for which team member will present which talking point
- The leader should be prepared to present the introduction slides
- Know in advance if and why your Congressperson supports space
 - Know if a NASA location or aerospace industry is located in their district



The Actual Visit

- **Bring a camera or use your cell phone 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, second, and so on
- It is best to have one leader but to ensure that all get to say something
- Get there early
- **Did you take pictures????**



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/SFF T-shirt or other official garb from your space group
- OK
 - Space related tie clip or lapel pin



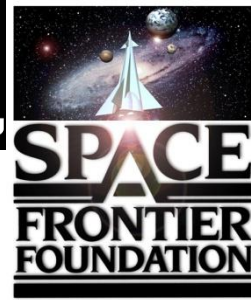
It's Showtime

- 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



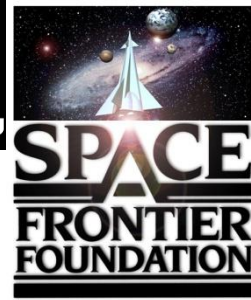
The Friendly Staffer

- 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 the space staffer 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
 - Focus on the benefits of space to STEM education
- New version: Commercial Space is bad, Elon Musk is arrogant, etc. etc.
 - Try to find a positive common ground
 - Try to understand the roots of their concerns



Party Ties

- Republicans often react best to:
 - Arguments based on national security concerns
 - Arguments based on national prestige
- Democrats often react best to:
 - Arguments based on the value of scientific research
 - Arguments based on how space supports STEM education
- Members of all parties react well to:
 - Anything that puts jobs or money in their state/district



The Wrap

- Don't overstay your welcome
- Say thanks and shake hands
- Leave copies of talking points and Bills
 - One complete set is fine
 - Bring a second for a possible second staffer
- Get the business cards of the staffer(s)
- **TAKE A PICTURE OF YOUR TEAM WITH THE CONGRESSPERSON OR SENATOR IF POSSIBLE**



After You Leave

- Send thank-you to the staffer
- Have a de-briefing with your team if possible
- Fill out the standard report form at <http://www.nss.org/legislative/>
- Staple the staffers card to the form
- Scan the form and attach to an email
- Send the email to: ian.burrell@allianceforspacedevelopment.org
- Attach:
 - All pictures taken