

There are three key parts to a legislative meeting; the **hook**, the **line** and the **sinker**. These key pieces of information need to be conveyed during your meeting.

This strategy will help keep your meeting focused and effective. In many cases, you will have more than one ask or request (sinker).



Hook: who you are

Tell them who you are. Remember, you are a voter, an advocate and their constituent.

EX: “My name is _____ and I’m a Board member/volunteer with Habitat for Humanity (affiliate name) and live in (hometown). I’m a constituent of yours and I represent many more from my area. I’m here to talk to you about affordable homeownership in Iowa.”



Line: your stories and facts or statistics

Explain why affordable homeownership is important to you. Share a personal story to make the issue personal and relatable. Talk about how the legislation will affect you and the people in your community. Personal stories truly make an impact and achieve results.



Sinker: the ask

Ask your legislator their position on the issue. Listen carefully to their response and answer questions they may ask.

If you don’t know the answer, it’s OK to say, “that’s a good question, I’m not sure on the answer but let me have someone from Habitat Iowa follow up with you.” If you don’t know the answer, it’s ok, but please do not make up an answer!

End the conversation on a positive note. Repeat your ask one last time and thank them for the meeting. Offer to be an ongoing resource.

Now, it’s your turn to practice your **hook**, **line**, and **sinker**. Fill out the following to share with your group:

your hook (name, hometown)	your line (issues)	your sinker (asks)
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