

SPEAK UP WITH AN ELECTED OFFICIAL

Let your elected official know that as a Millennial you care about the long-term national debt and are worried about the impact it is going to have on your future.



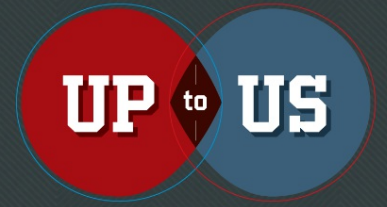
To many young American voters, the long-term national debt may seem like an abstract concern. In an era of uncertain job market prospects and political polarization, the country's long-term national debt is consistently placed on the back burner by our political leaders on both sides of the aisle. Our generation actually has the most at stake when it comes to policy decisions made today about our country's long-term fiscal and economic future, and it's up to us to come together and speak up.

Our generation has an essential role to play in this debate. Up to Us is an opportunity for students to educate their peers on these issues in a nonpartisan way, by empowering our generation to have a voice and start the conversation about our future, together.

We can't wait to have you join the movement!



TAKE ACTION



00
The
Perks of
Hosting



01
Meet your
Representative
at their Local
Office

02
Collect and
Deliver signed
Up to Us
Pledges



03
Speak Up at an
Elected
Official's Public
Meeting



Perks of Hosting



Funding for your event and a bonus stipend when you hit your goals!

1.

Receive Event Hosting Stipend

Everyone who hosts an Up to Us event receives an event hosting stipend. This stipend should be used for costs associated with hosting your event (e.g. food, raffle prizes, swag, signage, printing, art materials, etc.)

2.

Hit Your Participant Goals

For each event, you have a goal for the number of participants reached. The goals are obtainable and we are here to help you achieve them!

3.

Earn Extra Cash!

If you reach your participant goal, you earn an extra bonus stipend of \$150!

Event Type	Hosting Stipend	Participant Goal	Bonus Stipend
Meet your Representative At Their Local Office	\$ 50	1	\$ 150
Collect & Deliver Signed Pledges	\$ 50	150 pledges	\$ 150
Speak Up at an Elected Official's Public Meeting	\$ 50	1	\$ 150

Don't forget to boost your event while also boosting the perks you receive!

Gather Up to Us pledges at your event and when you hit 200 pledges, you earn an extra \$100. Amplify your event with media coverage for additional event hosting stipend and more bonuses if you are published.

01. Meet your U.S. Representative or U.S. Senator at their Local Office



Elected officials love to hear from their young, active constituents so don't be shy to share your opinion with them and their staff.



Identify your U.S. Representative

- ✓ Enter your zip code [HERE](#) to find your U.S. Representative

Identify your U.S. Senator

- ✓ Search by state [HERE](#) to find your U.S. Senator

Timing

- ✓ Give yourself at least three weeks from your initial call to organize a meeting. If you are trying to meet with your elected official, be flexible with the date and time of the meeting. Elected officials are typically only in their district Friday through Sunday (they are in Washington, D.C. the rest of the week).



Prep, Prep, Prep

See the resource titled "The Secret to a Successful Meeting or Town Hall Appearance" on page 9.

This includes all the information you need to know to successfully prepare yourself for meeting with your representative.

Schedule the Meeting

- ✓ Call the district office and ask to speak with the appointments scheduler
- ✓ **It is very important that you CALL to ask for a meeting.** Representatives get thousands of emails every day. An email request for a meeting is likely to get lost in the fray. However, a call to the district office is much more likely to result in a meeting.
- ✓ Identify yourself as a constituent and a student from <INSERT UNIVERSITY>.
- ✓ In 1-2 sentences, explain Up to Us and that you would like to meet to discuss the impacts of the long-term national debt.
- ✓ Request a 30-minute meeting with your elected official.
- ✓ If your elected official isn't available, don't worry. Ask to meet with the district staff member who handles the federal budget. This is a great option.

01. Meet your U.S. Representative or U.S. Senator at their Local Office (Continued)



During your Meeting

- ✓ Show up on time and dressed business professional.
- ✓ Relax! You don't need to be an expert to be successful.
- ✓ Introduce yourself and Up to Us. Explain why you are there and why the long-term national debt is important to you.
- ✓ Let your elected official respond. Take a notepad so you can write down what they are saying.
- ✓ Have your specific call to action and near the end of the meeting ask for your elected official's support.
- ✓ Collect the business card of whoever you're meeting with so that you can follow up with them later.
- ✓ Thank them for their time and get a photo at the end of your meeting.
- ✓ Share the photo on social media and @tag your representative.



Follow-up

- ✓ Send a hand-written thank you letter to your representative or their staff thanking them for their time. It is professional and reminds them again of your meeting and mission. Remind them of your specific call to action.
- ✓ Follow and engage with your elected official on social media. See what they are up to. Are they talking about the long-term national debt? Have they taken any action after your meeting?

Demonstrate your results!

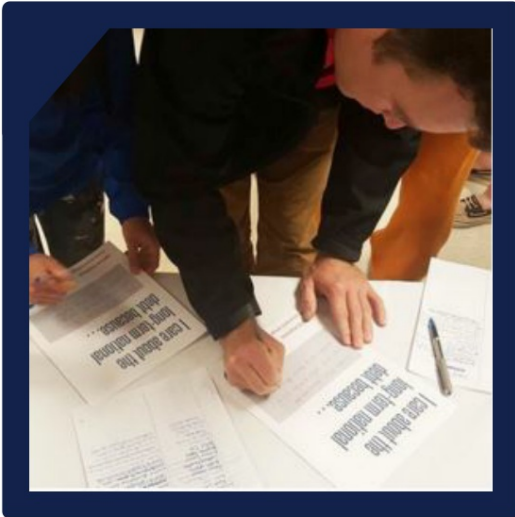
In order to receive your Bonus Stipend (see page 3 for "Perks of Hosting") you need to turn in two pieces of information via Crew 2030

1. The name(s) and email addresses of the student(s) who attended the meeting.
2. A photo with the student(s) and your elected official and/or their staff.

02. Deliver Signed Up to Us Pledges to your Elected Official's Office



Never underestimate the power of showing up to an elected official's office with a stack of pledges signed by their constituents.



How to Collect Pledges

- ✓ Host an Up to Us event on your campus or connect to an existing event on your campus.

Access all of our event catalogs in Crew 2030
- ✓ Check out the How to Get Up to Us Pledges section of our resources on page 10, for best practices.

How to Deliver Pledges

- ✓ You do not need to make an appointment to do this. Simply show up during regular business hours at your representative's district office.

Look [HERE](#) for your U.S. Representative or [HERE](#) for your U.S. Senator

- ✓ When you arrive, ask to speak to the District Director or senior staff member who deals with the federal budget.
- ✓ Let them know who you are, why you are there, and what you are dropping off.
- ✓ Ask to take a photo with them and the pledges you are dropping off.
- ✓ Share the picture on social media and @tag your representative.

Demonstrate your results!

In order to receive your Bonus Stipend (see page 3 for "Perks of Hosting") you need to turn in two pieces of information via Crew 2030

1. The name(s) and email addresses of the student(s) who delivered the pledge.
2. A photo with the student(s) and your elected official and/or their staff.

03. Speak Up at an Elected Official's Public Meeting



Most elected officials host town halls or virtual town halls throughout the year. They are designed as a way for constituents to give their feedback. Attend and share your opinion about the long-term national debt and why it matters to you.



Town Hall 101

- ✓ Look on your elected official's website, or better yet, call their district office to find out when they are speaking at public events like town halls.
- ✓ A few days before the town hall, call their office and let their staff know that <X> number of students from <insert college here> are attending. Tell them that you are attending because you care about the long-term national debt and would like your representative to mention it during the town hall. Who knows-- you might get a special shout out from your representative!
- ✓ Most Town Halls start with a presentation from the elected official and end with a Q&A section. It's during the Q&A that you will have an opportunity to ask a question.
- ✓ Stick around after the town hall and get a photo.
- ✓ Share the photo on social media and @tag your representative.

Prep, Prep, Prep

- ✓ See the resource titled "The Secret to a Successful Meeting or Town Hall Appearance" on page 9. This includes all the information you need to know to successfully prepare yourself for meeting with your representative.

Follow-up

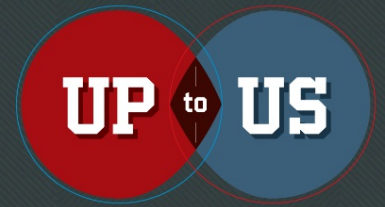
- ✓ Send a hand-written thank you letter to your representative thanking them for their time. It is both professional and reminds them again of your mission.
- ✓ Follow and engage with your elected official on social media. See what they are up to. Are they talking about the long-term national debt? Have they taken any action after the public meeting?

Demonstrate your results!

In order to receive your Bonus Stipend (see page 3 for "Perks of Hosting") you need to turn in two pieces of information via Crew 2030

1. The name(s) and email addresses of the student(s) who attended the public meeting.
2. Photos/video of you and/or your fellow student "speaking up" at the public meeting. Include a photo of the audience size at the event as well!

RESOURCES



Secrets to a
Successful
Meeting



Reaching
your Elected
Official

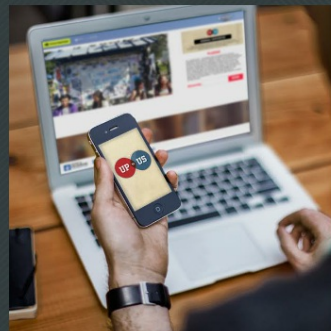
Get Up to Us
Pledges



Know Your
Stuff

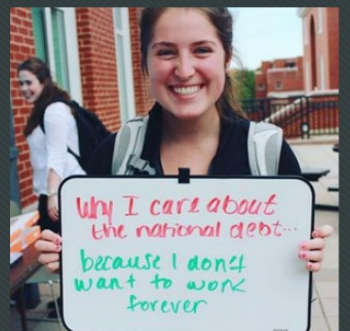


Attendance
& Photos



Outreach

Amplify Your
Event with
Media



The Secret to a Successful Meeting or Town Hall Appearance

Know your Stuff

Really understand the long-term national debt and why it's important to you before going into the meeting or town hall.

- ✓ Read the National Debt 101 Toolkit and play the Fiscal Ship. (available on Crew2030)_

Know your audience - research the elected official you're meeting with;

- ✓ What committees and subcommittees do they serve on? If they serve on a budget committee or subcommittee what, if anything, are they doing about the long-term national debt?
- ✓ Have they ever spoken publically about the long-term national debt? If so, what did they say?
- ✓ What are the main issues they find important? How can those relate to the long-term national debt?

Gather a Team

Elected officials like numbers. Gather a team to come along with you!

Choose your Call to Action

A call to action is an important part of your meeting. It is what you are specifically asking your elected official to do as a result of your engagement with them. You want your call to action to be something that is both ambitious but achievable.

Sample call to actions:

- ✓ Ask your elected official to sign the Up to Us Pledge.
- ✓ Invite your elected official to an event you are hosting on your campus about the long-term national debt.
- ✓ Ask your elected official to host a virtual town hall about the long-term national debt.
- ✓ Ask your elected official to use their social media (Twitter, Facebook, etc.) to raise awareness about the long-term national debt.
- ✓ Ask your representative to present information about the long-term national debt on the floor of the U.S. House or U.S. Senate, or to the committees they are a part of.

Draft your Plan

- ✓ If you have a meeting: what specifically is the call to action for your meeting? What do you want them to do after your meeting? See above for examples.
- ✓ If you are attending a town hall: what specifically are you going to ask them during the Q&A portion of the town hall?
- ✓ Have your comments prepared.
- ✓ Have specific questions to ask.

Reaching Your Elected Official

It might seem like your elected officials are difficult to reach. However, that is usually not the case. Most elected officials love hearing from engaged young people and will make the time in their schedule or their staffs' schedules to meet with you.

It might seem like you have to meet with your actual elected official to make any real difference. Well, here is a secret – meeting with their staff is just as good and sometimes even better. Congressional staff are the subject matter experts. If you're meeting with staff, ask to meet with the person who handles federal budget issues. Don't be disappointed by having a meeting with staff. Instead, treat the meeting with the same level of respect as if you were talking with the elected official themselves. And what's the secret to a successful meeting? Prep, prep, prep.

What is a district office?

A district office is a local office in the district that an elected official represents. District Offices are typically located centrally in an elected official's district so that it's convenient to reach. This office is run by staff members whose main job is to speak with and help constituents-- aka YOU.

Get Up to Us Pledges

At any event you hold, you want to get as many attendees as possible to sign the Up to Us pledge. The pledge is attendees' way of taking action to let their representatives know that they care about the long-term national debt. In May, student representatives of Up to Us will deliver signed pledges to U.S. Congressional legislators.

At your event (no matter which you choose), set up a table with 2-3 laptops or tablets with internet connection so that students can sign the pledge online, or distribute flyers with the link to the pledge.

Make sure that students are choosing your school when they sign the pledge

Reminder: If you get 200 pledges, you will earn an extra \$100 and the overall top pledge gatherer will win a prize of \$500!





Know Your Stuff

It's important to know your stuff before you do any presentation. If you don't know why the long-term national debt is important to you, how can you expect to persuade others?

Read the National Debt 101 Toolkit and play the Fiscal Ship (available on Crew 2030) to learn more about the impacts of long-term national debt.

Attendance & Photos

It is important to assign someone on your team to help people sign-in, with name and email address legible, (if applicable for your event) and take photos.

Don't Forget Outreach

The marketing toolkit (available on Crew 2030) includes specific communication and marketing tactics that you can use to promote your event to efficiently draw an audience to your event.

Tip: The most successful events start outreach three weeks before their event date. Use the marketing toolkit to see a specific timeline on what to do to create buzz and host a well-attended event.

Amplify Your Event with Media

Use the Amplify Your Voice Using Media event catalog to take your outreach further and set up an interview with your campus media outlets or publish an op-ed prior to your event.

Tip: If you do engage the media, you receive an additional event hosting stipend and the opportunity to earn more bonuses.



For more information or to
sign-up today, please contact:

uptous@netimpact.org

