



SPACE FRONTIER
FOUNDATION

August Home District Blitz Advocate Training

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What is an August Home District Blitz?

An organized effort to visit members of Congress in their home district offices during the August recess

Advantages

- Less expensive than lobbying in Washington, DC

- Better chance to actually meet the Congressperson

- Value in talking to both home district office staff

Disadvantages

- Space specific staffers usually work in the DC office

How does the August Home District Blitz differ from the March Storm Washington Blitz?

The Home District Blitz is in your home state, not in Washington, DC

The March Storm in DC occurs during one week in March, while the Home District Blitz happens in August and can run into September

Both events use talking points/slides based on the ASD annual campaign goals

Any space interested person is welcome to join both events

Getting Started

Sign up at <https://tinyurl.com/2017AugustBlitzSignup>

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

The basic goal is to meet with your own Congressperson and your two Senators

You can also join visits in nearby districts

If you are ambitious, contact Amador Salinas and he will suggest priority targets on key committees

What Happens Next?

Determine your Congressional Representatives

Your local U.S. House Representative and U.S. Senators

Amador Salinas at asalinas@allianceforspacedevelopment.org will contact you along with volunteers from your state. Work with your state blitz coordinator and other volunteers

You will need to initiate the Congressional meeting

Target August, but September is OK

Decide how many meetings you want to set up

Scheduling an Appointment

Know correct name of the Representative/Senator and how to pronounce it

Contact the local home district office and ask to speak with the scheduler

Identify yourself as an representative of the Alliance for Space Development who is a constituent that lives in district/state

Be prepared to prove you live in district/state

Say that a you wish to speak with the Congressperson/Senator about enabling the settlement and development of space and that you have specific proposals

If you need to call back, call back daily until the meeting is set up

Once the appointment is made, send an email to Amador with the basic info

Names of attending blitz participants, name of staffer, and date of meeting

Materials

For each meeting you must print and take the following

Two sets of talking point slides

for the staffer(s) and/or Representative/Senator

Two copies of draft legislation, and letter

for the staffer(s) and/or Representative/Senator

One set of talking point slides, draft legislation, and letter

for each blitz team member including yourself

Some staffers may request materials via email

Preparing for the Meeting

Research the background of the Representative/Senator

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 slide

Know in advance if and why your Congressperson supports space

Could be national security, STEM, etc

Know if a NASA location or aerospace industry is located in their district

Amador Salinas may provide you information about key Congress members

Dress Code

Business Professional attire is required

Gentlemen may wear conservative suits or jacket & slacks with ties, dress shoes

Ladies may wear business suits or conservative dresses

No casual attire such as t-shirts, jeans, cut-offs, shorts, sandals, cocktail dresses or revealing clothes, etc.

No novelty clothing such as NASA jump suit, Spock ears, mission patches, ties with rockets on them, etc.

Space related tie clip or lapel pin is OK

The Actual Visit

Bring a camera or use your cell phone camera

Have a designated cameraperson

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 speak at what times

It is best to have one leader but ensure that all team members to say something

Get there early

During the Meeting

Your meeting will be short – as little as 10 minutes but no more than 30 minutes

Get right to the point

Always refer to the Congressperson by name and title, ex. Senator Cruz

Emphasize that you are unpaid volunteers and **DO NOT** represent the aerospace industry

Be sure and ask for at least one specific action

Do not go off topic or ramble on, redirect the conversation if someone does this

The next slides cover the kinds of staffers you may encounter

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 may have said 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 may say 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

ASD is nonpartisan

Never dismiss or disrespect anyone of either party

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

Ending the Meeting

Don't overstay your welcome

Say thanks and shake hands

Leave copies of talking points and Bills

Get the business cards of the staffer(s)

Take a picture of your team with the congressperson or senator if possible

After You Leave

Thank the staffer or Congressperson for their time

Have a debrief with your team if possible

Fill out the standard report form from <http://www.nss.org/legislative/>

Staple the staffers card to the form

Scan the form and attach to an email

Attach all pictures taken

Send the email to asalinas@allianceforspacedevelopment.org