**Be Concise**

* Introduce yourself - give your full name and where you live/work.
* Explain that you’re here with the Missouri Bankers Association for a Target Banker visit.
* Briefly describe the issue – give examples if you have time.
* Leave your contact information with them, including your name and address.

**Be Positive**

* If this legislator has supported legislation you care about, thank him/her.
* Treat the elected official as a person who is trying to make good decisions.
* Treat their staff with courtesy and respect.

**Make a Connection**

* Have you had a prior meeting?
* Do you have a mutual friend?
* Have you shared committee or volunteer work?
* Understand that they are interested in what you have to say.

**Tell the Truth**

* Speak from your personal experience.
* If you don’t know the answer, say so and offer to follow up with the answer to their question.

**Be Reasonable**

* Don’t leave any doubt about what action you would like the official to take. But don’t press them to make a decision on the spot.
* Thank the legislators for their time, even if you disagree on the issue.
* Avoid partisan remarks or criticism.

**Gauge your Audience**

* Elected officials have varying degrees of understanding of banking and financial matters.
* Don’t assume the legislator is familiar with any bill or issue, unless that legislator is the bill sponsor.
* Don’t take their knowledge – or ignorance – for granted.

**If the legislator isn’t available, speak to their staff:**

* Briefly explain the issues.
* Get a commitment from them that they will discuss the issues with the legislator.
* Remember: your exposure to any member of the staff can be just as important as your exposure to the legislator.

**When you get home:**

* Follow up with any additional information you have agreed to provide.
* Send a thank you note, reiterating the main points you covered in your visit.
* Get involved!