



Creating a Personal Leave Behind

When visiting your legislators, it is important to leave something behind to help them remember your visit and to provide them with your contact information, should they have any questions.

PCHA will provide you with leave behinds that have technical information about the issues at hand. But it is equally important to leave something that will help them remember *you*.

Often times we recommend a business card. But, former hill staffer and CHD advocate Meredith Atkinson advises something a little more personal:

“Hill staffers are inundated daily with endless amounts of paper and email full of information. Many of the staffers we visit are young, straight out of college types, and don't have personal experience with kids, let alone kids with heart disease. Visuals are always helpful, and I want them to see what a kid having heart surgery looks like--but, I also don't want to scare them. So we decided to make two-sided cards, one with a sweet photo and short message on the front and a more graphic photo and details on the back. We've changed the cards and pictures up over our years, but they are more or less the same. “

Making it personal:

- 1) Materials:
 - a. Heavy card stock; 8 ½ x 11. Use half a page for each card
 - b. Marker
 - c. Decorations
 - d. Photos of your child – a current picture, as well as one depicting the challenges of CHD.
 - e. Glue
- 2) Messaging:
 - a. Keep it simple.
 - i. Limit it to one statistic – we suggest CHD is the most common birth defect
 - ii. Include our current issue(s) – for example – “Support improved research funding”
- 3) Assemble your cards – you will need at least three cards, one for each of your members of Congress. However, the cards are very popular and powerful – we suggest making as many as 10 to give to anyone who shows interest.

