

HOW TO CRAFT AN ASK TO YOUR ELECTED OFFICIALS

The 'ask' is arguably the most important component of any interaction with your elected official. A well-executed ask can tell you definitively where your elected official stands on a bill, prompt them to share their true thoughts with you, and give you leverage for future conversations (Ex. "In our last conversation, you told me you would do X. Where are you at with that?")

KNOW WHAT YOU'RE ASKING FOR

The more specific and direct your ask, the better. Is there a specific bill you want your legislator to vote for? A specific public statement you want them to make? These types of asks will give you more useful information than something more generic.

PRO TIPS FOR CRAFTING YOUR ASK

Consider the following questions and how you can use the answers to inform your advocacy. You may not know the answers to some of these questions - and that's okay! Instead, consider what you could do to get those answers.

Know the components of your message:

- Introduce yourself. Why should this person care about you? Know what you bring to the table that's unique (Lived experience? Expertise? Geographic location?)
- Personal stories matter for making an ask. Statistics don't move people—stories do, particularly personal stories. Check out our "Storytelling for Advocacy" resource for more tips.

Know your audience:

- If you're talking to the media, who is that outlet's audience?
- Identify your shared values ex. safety, freedom.
- Do your research. The ACLU of Iowa can help!

Know your approach:

- Be respectful and honest, even if it's not returned. This goes for emails as well as in person interactions.



CONTACT US!

HAVE A QUESTION?

Email us at outreach@aclu-ia.org.

ACLU
Iowa

2ND FINGER

- I'm here to talk to you about _____.

3RD FINGER

- This is important to me because _____.

4TH FINGER

- This is an important issue in our state because _____.

WHAT IS MY ISSUE?

WHY I CARE.

WHY THE LEGISLATOR SHOULD CARE.

MAKE THE ASK.

INTRODUCE YOURSELF.

PERSONAL STORY

1ST FINGER

- Name
- Where you live
- I'm a constituent!

5TH FINGER

- Can we count on you to introduce a bill on _____ in the next legislative session?
- Can we count on you to support Bill # _____?