



HEALTHCARE, BAILOUTS,
RECESSION, CLIMATE
CHANGE...

With so much happening in Washington, D.C., how will you make sure your issue gets heard?

Nothing demonstrates the significance and urgency of your issue more than having your supporters meet face to face with Members of Congress and other decision makers.

Nothing makes your members feel more invested in your organization than empowering them to tell the story of why your issue matters in their life.

Done well, a lobby day can put a compelling human face on your issue and make a lasting impression on policymakers. Lobby Days have the power to inform and influence policymakers, raise your organization's profile, hone meaningful messaging strategies, and deepen regional advocates' commitment to a national agenda. Whether you are bringing together grassroots delegation making their first visit to the Hill or seasoned leadership who need just the right schedule and materials, M+R can craft the right Hill experience for you.

M+R wants to help organizations raise the volume on their issues to reach legislative goals. Take your mind off the process and put your efforts into the message — M+R will do the rest.



How we do it

From scheduling Congressional meetings for thousands of participants, to leading advocates through tailored trainings, to developing and assembling materials that Members of Congress and their staff will actually read, M+R's approach to Lobby Day management is detailed and comprehensive.

Our team manages every Lobby Day event from top-to-bottom, providing scheduling, travel management, material development, training, and targeted follow-up. We track the results of every engagement in order help identify additional opportunities for our clients to build and foster relationships with Members of Congress.

Whether you have 25 supporters ready to make their case to Congress or 10,000 willing to meet face-to-face with their representatives in Washington, no Lobby Day is too big or too small for M+R.

Consider these examples:

M+R has successfully executed Lobby Days for a wide range of organizations including groups like Habitat for Humanity International, the American Diabetes Association, Transportation for America, the Service Employees International Union, the National Hospice and Palliative Care Organization and the American Civil Liberties Union. Here's an example of our work and one of our many successes:

On Susan G. Komen for the Cure's Lobby Day, M+R helped Komen advocates meet with their representatives and make the case for funding critical breast cancer research, ensuring universal access to high-quality care, and increasing federal investment in early detection of the disease. M+R also led

a comprehensive media training where Komen advocates developed a tailored "elevator pitch" in support of the bill and learned how to conduct interviews with the media. On the day of the event, more than 250 Komen advocates participated in hundreds of meetings with their Members of Congress and key congressional staffers!

About M+R Strategic Services

At M+R, we help our clients build and run campaigns that work. What does that mean for our partners — organizations like AARP, the Gay Men's Health Crisis, Susan G. Komen for the Cure, the Save Darfur Coalition, and many others?

Campaigns that work are campaigns that win.

We spend every day thinking about and testing ways to make our partners around the country better at what they do. We share ideas and tactics. We do the research. We put industry best practices to work. We do everything that leading organizations need and want — but we like to think we do it with more energy and more creativity than our competitors, applying breakthrough strategies that earn better results.

For more information, please contact:

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Questions? Ideas? Want to find out more?

Visit us at www.MRSS.com!