

## Best Practices When Meeting an Elected Candidate

If you have secured a meeting with an elected candidate through your outreach, the following tips will guide you to prepare for and conduct successful meetings as well as appropriate follow-up.

### Before The Meeting

Once you have scheduled a meeting with an elected candidate it is important to:

- Provide any materials to the elected candidate's staff via email in advance of the meeting so they have time to review the materials.
- Review the key messages you plan to convey ahead of time to ensure you are prepared.
- Review information on the elected candidate – What party do they represent? Did they have any previous roles in the House of Commons? What is included in their bio?
- Print any materials you would like the elected candidate to take with them.
- Ensure you can start the meeting on time because an elected candidate's time is usually short, and you must be able to cover all your materials within the meeting time.
- If your elected candidate would rather meet you in their constituency office, arrive at least 10 minutes early to ensure the meeting can start on time.

### During The Meeting

On the day of the meeting, it is important to keep in mind:

- Building a rapport with the elected candidate is key.
  - Share parts of your personal story that you are comfortable with sharing.
  - Share your story of how you began working in the health care sector and why it is important to you. It is a powerful way to engage the elected candidate and personalize the message.
- Connect the key messages back to your story and community. Issues that matter to the elected candidate's voters are the ones that will matter most to the elected candidate.
- Be clear with what you are asking the elected candidate to do. If there is one key message/ask that sticks out, focus on it.
- Most elected candidates do not have technical backgrounds and may need background information on the topic you are speaking to them about.
  - Try to avoid technical jargon or acronyms and watch for any signals that the elected candidate may not understand something you are saying.

- Not all elected candidates will be supportive of each key message. Keep the conversation thoughtful and calm.
- Always leave with a thank you and a commitment to follow up with any relevant information.
- Feel free to ask the elected candidate what platform, email address, or phone number they would prefer for continued communication.
- Ask to take a photo and if it can be shared on social media at the end of the meeting.

### **Following The Meeting**

Following the meeting, it is important to:

- Email a short thank you note to the elected candidate for their time. Let them know you appreciated the discussion and that you look forward to engaging with them in the future.
- If the elected candidate made a commitment to do something, follow up if they don't respond.
- Capture your impressions of the meeting and any concerns or questions the candidate raised as soon as possible.
- Let the staff at CDA know how your meeting went! Feedback is an important tool for CDA to identify its allies, adjust its messaging, and plan the next steps effectively.
  - Please submit your feedback to Ms. Jacinthe Desaulniers, Chief Executive Officer, Canadian Dermatology Association, at [jdesaulniers@dermatology.ca](mailto:jdesaulniers@dermatology.ca).

### **Following Up on Your Invitation**

If you have not heard back from an elected candidate after 7-10 days, it is appropriate for you to follow up on your invitation by email or by phoning his/her constituency office.