



Crafting Your Virtual Lobby Day Message

Q: What is a “Virtual Lobby Day?”

A: Virtual Lobby Days are coordinated efforts by member organizations to call their Senate and Assembly representatives on a particular issue such as the State budget.

Q: How do I participate?

A: Participating is quick and easy. Simply call your legislators in their district offices and tell them to support your initiatives. Each call should only take a couple of minutes to make.

Q: What if I don’t know who my legislators are or how to contact them?

A: No need to worry! You can find out who your legislators are by clicking [here](#), inserting your information and selecting “Find Legislators,” or contact [Alyssa Lovelace](#) at 518-867-8844 for assistance.

Q: What is my message to lawmakers?

A: The key message is how the 2015-16 budget proposals listed below will impact your community. Decide what issues you want to address and tell lawmakers about the impact the issue has on your organization. You may use these pre-written letters and materials as a guide when talking with lawmakers:

- [Increase the SSI Rate for Low-income Seniors](#)
- [Reject Cuts to EQUAL Funding](#)
- [Support the Needs of Managed Long Term Care Plans](#)
- [Support Capital Funding for Aging Services Providers](#)
- [Support Funding for Resident Service Coordinators](#)

Keep in mind, that when discussing these issues with lawmakers, you should make the story personal. Answer these questions to help tell your story:

- Who/what is your organization and who are the individuals you serve?
- What’s happening to your organization, the consumers and caregivers in your community as health reforms roll out?
- What’s the economic and social impact your organization has in the community?
- How will the Executive Budget proposals impact your community?

Q: How many phone calls do we need to generate to make an impact?

A: While all calls make an impact, it’s rare for legislators to receive multiple calls on the same topic in a single day – especially in their local offices. If they receive as few as five calls, it will generate a buzz.