

NONPROFIT WEBINAR

Communicating with a New Congress

December 12, 2022 | 10:00 AM - 10:30 AM CT



Presented by:
Randy Ford
First Story Strategies



**FIRST
STORY**
STRATEGIES



THE ASSOCIATION OF CONSULTANTS TO NONPROFITS

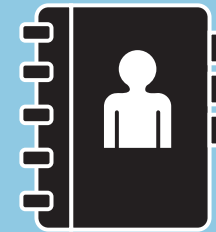
Building on 30 Years of Success



REQUEST FOR PROPOSAL (RFP) SERVICE

Enter your request and access our
diverse talent pool.

acnconsult.org/submit-an-rfp



ACN CONSULTANT DIRECTORY

Find a consultant with the skills and
experience you need.

acnconsult.org/Find-a-Consultant



Brad Glanzrock photo

ABOUT RANDY

- **FORMER POLITICAL REPORTER**
- **FORMER CONGRESSIONAL PRESS SECRETARY AND CHIEF OF STAFF**
- **CONSULTANT TO NONPROFITS AND ASSOCIATIONS**
- **COMMUNICATION COACH**
- **STORYTELLING PERFORMER**

TODAY'S DISCUSSION AREAS



- **THE 118TH CONGRESS**
- **LIKELY PRIORITIES**
- **NONPROFITS' OUTLOOK**
- **COMMUNICATION & OUTREACH TIPS**
- **Q & A**



How closely do you and your organization follow Capitol Hill?

THE HOUSE

- **BEGINS JANUARY 3, 2023**
- **REPUBLICAN CONTROL (220-213)**
- **SPEAKER: ?**
- **DEMOCRATIC LEADER: HAKEEM JEFFRIES (NY)**



House photo



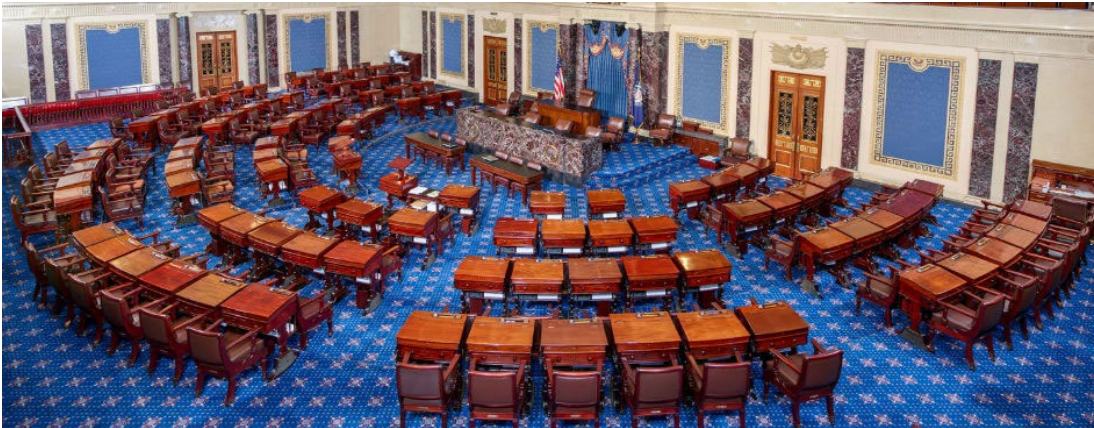


Politico photo

HOUSE REPUBLICAN PRIORITIES

- OVERSIGHT & INVESTIGATIONS
- SYMBOLIC VOTES ON CONSERVATIVE ISSUES
- DEFENSE SPENDING
- BLOCKING BIDEN AGENDA

THE SENATE



Senate photo

- **BEGINS JANUARY 3, 2023**
- **DEMOCRATIC CONTROL (51-49)**
- **MAJORITY LEADER: CHUCK SCHUMER (NY)**
- **MINORITY LEADER: MITCH McCONNELL (KY)**

SENATE DEMOCRATIC PRIORITIES

- JUDICIAL NOMINATIONS
- SYMBOLIC VOTES ON PROGRESSIVE ISSUES
- BACKING BIDEN AGENDA



Politico photo



WHYY photo

“The 2022 midterms are finally over, and the 2024 election season is underway.

“It’s just so frustrating how quickly the next cycle starts.

“Walgreens keeps putting out their election decorations earlier every year.”

- Peter Sagal, Host of NPR’s Wait Wait... Don’t Tell Me!



How frustrated are you with the pace of politics?

ADVOCACY

OPPORTUNITIES FOR NEW CHAMPIONS

- New members of Congress
- New Congressional leaders
- New candidates

SPENDING

FEDERAL BUDGET SHOWDOWNS

- Split government
- Campaign issue focus
- Opportunity: Earmarks are back



Does your organization depend on Congressional appropriations or federal spending?

OUTREACH

COMMUNICATION STRATEGIES

- Celebration of champions
- Storytelling-centered communications
- On-the-ready rapid response

- MEET WITH NEW (AND RETURNING) MEMBERS AND THEIR STAFF.
- BECOME A RESOURCE FOR STAFF MEMBERS IN YOUR GEOGRAPHIC AND/ OR POLICY AREA.



Idaho Association of Councils photo



Does your organization have a reliable staff contact in all relevant Congressional offices?

- MEET WITH NEW (AND RETURNING) MEMBERS AND THEIR STAFF.
- BECOME A RESOURCE FOR STAFF MEMBERS IN YOUR GEOGRAPHIC AND/ OR POLICY AREA.
- STORIES: SHOW – DON'T TELL – WHAT YOU DO AND WHY.



Idaho Association of Councils photo



Do you collect stories of the people you serve?



- MEET WITH NEW (AND RETURNING) MEMBERS AND THEIR STAFF.
- BECOME A RESOURCE FOR STAFF MEMBERS IN YOUR GEOGRAPHIC AND/ OR POLICY AREA.
- STORIES: SHOW – DON'T TELL – WHAT YOU DO AND WHY.
- ORGANIZE GRASSROOTS APPRECIATION.
- CELEBRATE CHAMPIONS WITH SOCIAL MEDIA LOVE, THANK-YOU PRESS ATTENTION AND AWARDS.



Idaho Association of Councils photo



TOP STORIES FROM NJCA

**Congressman Bishop Honored
With Leadership Award**

National Job Corps Association photo

“I found that the best way to handle [filmmakers] was to hang medals all over them.

“If I got them cups and awards, they’d kill themselves to produce what I wanted. That’s why the Academy Award was created.”

- Studio Mogul Louis B. Mayer, Founder of the Academy of Motion Picture Arts and Sciences



Image source unknown

- MEET WITH NEW (AND RETURNING) MEMBERS AND THEIR STAFF.
- BECOME A RESOURCE FOR STAFF MEMBERS IN YOUR GEOGRAPHIC AND/ OR POLICY AREA.
- STORIES: SHOW – DON'T TELL – WHAT YOU DO AND WHY.
- ORGANIZE GRASSROOTS APPRECIATION.
- CELEBRATE CHAMPIONS WITH SOCIAL MEDIA LOVE, THANK-YOU PRESS ATTENTION AND AWARDS.
- BE AWARE OF ELECTORAL REALITIES – BUT BE CAREFUL.
- HELP THEM ASK FOR YOUR NEEDS.



Idaho Association of Councils photo



TOP STORIES FROM NJCA

**Congressman Bishop Honored
With Leadership Award**

National Job Corps Association photo

Q & A / CONTACT

RANDY FORD

RANDY@FIRSTSTORYSTRATEGIES.COM

202.487.4200

 firststorystrategies.com

 @firststorystrategies

 @firststorystrat



THE ASSOCIATION OF CONSULTANTS TO NONPROFITS

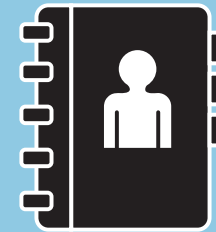
Building on 30 Years of Success



REQUEST FOR PROPOSAL (RFP) SERVICE

Enter your request and access our
diverse talent pool.

acnconsult.org/submit-an-rfp



ACN CONSULTANT DIRECTORY

Find a consultant with the skills and
experience you need.

acnconsult.org/Find-a-Consultant

CONTACT

RANDY FORD

RANDY@FIRSTSTORYSTRATEGIES.COM

202.487.4200

 firststorystrategies.com

 @firststorystrategies

 @firststorystrat

NONPROFIT WEBINAR

Communicating with a New Congress

December 12, 2022 | 10:00 AM - 10:30 AM CT



Presented by:
Randy Ford
First Story Strategies



**FIRST
STORY**
STRATEGIES