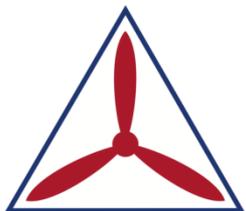


Civil Air Patrol

Laying the Foundation
*Public Affairs Strategy to Enhance
Congressional Dialogue*

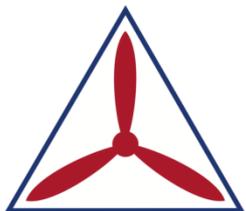
*Lt Col Lindsay Shipps
National Legislative Officer*



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*We will discuss strategies to encapsulate earned media within the scope of a Congressional staffer, all with the aim of **enhancing CAP's outreach** to Washington decision makers.*

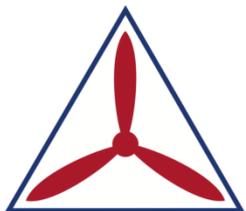


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Advocacy in Washington

- *Our program in DC*
CAP Government Relations works with PA to get the message to all CAP members and supporters
- *Congressional SITREP*
House: Republican controlled
Senate: Democrat controlled
- *Advocacy versus lobbying*
Our work relies on grassroots lobbying: phone calls, emails and social media interaction members of Congress to achieve an outcome

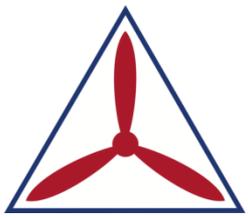


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PAOs' Role

- *Public Affairs is a critical element of any organization's advocacy efforts*
- *Our missions depend on the interaction of the legislative and administrative branches of government*
- *Congressional outreach is key— as PAO you should know each and every member of Congress by name and district in your state*



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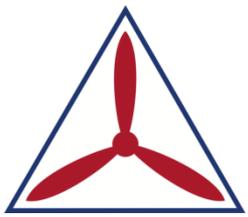
Goal

Use the work we're already doing to expand our outreach to Congress

First

Think of the ways we connect with people:





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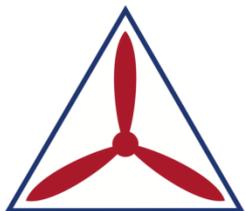
Do the work:

Each day hundreds of CAP PAs promote the civilian manpower of our volunteers, becoming the focus of local news stories throughout the nation.

Then, make the connection:

Once the story is there, promote the heck out of it, tweet it to your member of Congress, post it to Facebook, get a screenshot to Instagram, etc. Give props to the media outlet and make it relevant to your community

ProTip: *Easy does it; know the limits and bounds of social media decorum*

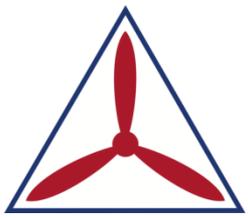


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PAOs' Role

- *Communities feature the work we perform as an acknowledgement of **the critical role CAP plays in the country's recovery from natural disaster and emergency situations.***
- *Our missions depend on the interaction of the legislative and administrative branches of government*



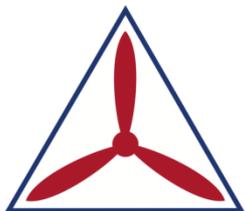
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Two Audiences, Same Message

- *Communicate the work we do so **taxpayers** can justify asking their Congress members to support our funding*
- *Communicate the work we do so **Congress members** are able to justify their support of our funding to taxpayers*



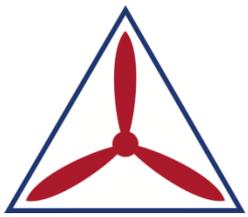


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*Communicate the work we do so **taxpayers** can justify asking their Congress members to support our funding*

- **Traditional media relations:**
 - *Press releases about achievements (Billy Mitchell and above)*
 - *Press releases about missions, activities, community outreach with partner orgs*
- **New Media**
 - *Social media engagement with media outlets, cross promotion of articles, etc.*

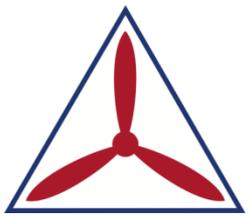


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*Communicate the work we do so **Congress members** are able to justify their support of our funding to taxpayers*

- **Traditional media relations:**
 - *Press releases about real life and training missions go to the Congressional press shop*
- **New Media**
 - *Social media engagement with press items, achievements and cross promotion of the elected officials efforts re CAP, STEM, youth involvement, anything relating to CAP's missions*

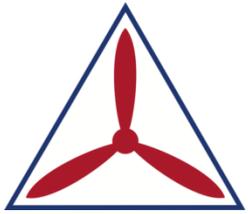


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Expectations

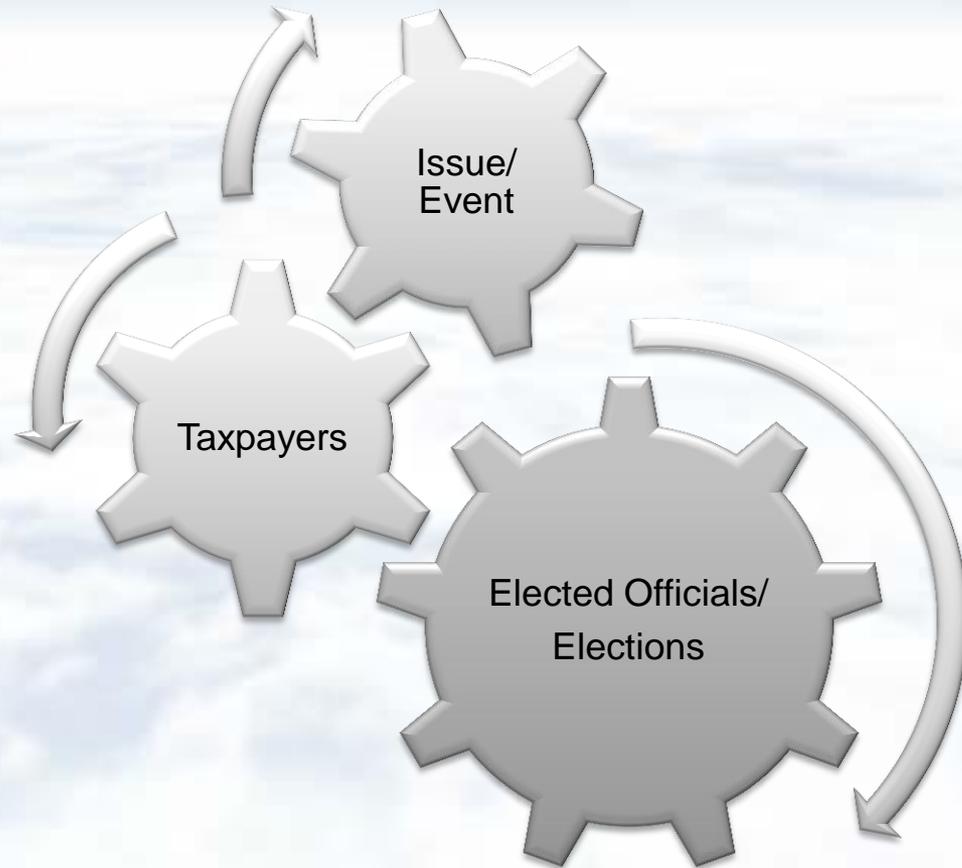
- *Taxpayers expect action during times of crisis.*
 - *Congress expects emergency responders to help*
 - *But: Congress doesn't always agree on how to pay.*
- *This is where you come in: CAP is part of the community and it's your duty to remind Congress of that we're here to serve*
- *After all, taxpayers hold Congress accountable.*

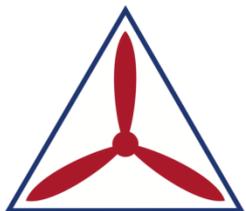


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- *Accountability? Here's why:*



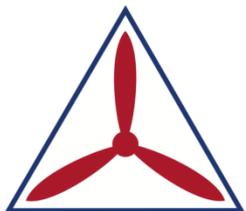


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Include the members of Congress and Senators' Press Offices on the release

- *Find the name of the press secretary, comms director and district director– add them to your media list (use discretion, don't spam)*
- *Note the social media addresses for the member*
- *Have a go-to person in the office, be expressly aware if they are on appropriation, defense and/or homeland security committees*
- *Be careful with campaign vs. official sites, social media especially; we are not a PAC*



Laying the Foundation



With each news story

Reach out to your member of Congress

With real life missions

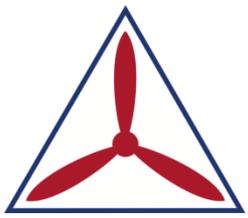
Reach out to your member of Congress

With exercises

Invite your member of Congress

With achievements

Invite your member of Congress



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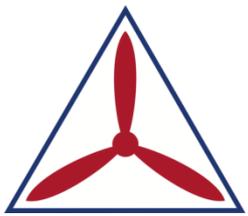
Tips

Do not be partisan

Avoid partisan/political commentary within CAP activities, especially as a leader within your squadron. You never know who's watching.

Or:

If you're already a partisan, dial it down and find another partisan on the "other side" to help tag-team your PA initiatives with community leaders to achieve balance in our approach



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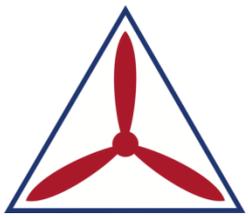
Tips

***Got good photos of missions? Training? Achievements?
Send them my way and we'll use them in DC***

- *Remember, all politics is local. Meeting with a member of Congress is much more fruitful with tangible examples of boots on the ground and planes in the air*
- *Remember to feature the diversity that CAP has*

***Remember that your wing is what you depict—
market yourself the way you want to be envisioned***

- *Let your cadets drive the train, their ideas make this organization work*



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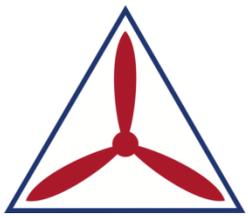


Thank you!

Our Congressional Gold Medal is coming thanks to your work and the work of your wing's members.

That said, there is still work to do:

Help us work to find and validate our WWII veterans and members (including cadets)– getting the word out in every state will be essential to honoring those who served



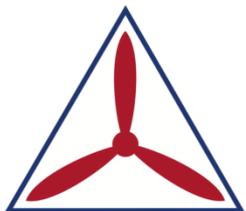
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Remember:

Civil Air Patrol's 75th Anniversary is coming! Look for planning materials soon and expect big things of each other!





Laying the Foundation



Questions?

Lt Col Lindsay Shipps
National Legislative Officer
(812)-340-4242 (SMS, Voice 24/7)
[*lshipps@cap.gov*](mailto:lshipps@cap.gov)

Reporting to: John Swain, Director of Govt Relations