



## **ROUND 1:**

### **ROLE #1: YOU ARE THE STAFFER**

Find a partner with a **bee symbol**. You will be the staffer the beekeeper meets with. Follow the Staffer Attitude and Responses below. After, switch roles and you will play role #2 below.

Staffer Attitude	Role & Responses
Interested, engaged	Make eye contact, ask questions, and provide supportive responses to questions, like: "yes, I understand...", "I know what you mean", "I agree with you on...", "Oh, that's interesting", "what can we do to help?", etc...

### **ROLE #2: YOU ARE THE BEEKEEPER**

Switch roles and now you are the beekeeper. Follow the steps below to guide your conversation.

Steps for engaging	Beekeeper Role
1) Introduction	Thank the staffer for meeting and briefly cover who are you or your group, who do you represent, what you do, why you do it, how does it contribute to your state or industry
2) Connect	Connect with the staffer by utilizing info collected in your previous background research to acknowledge their portfolio and find common ground
3) Make your ASK	Make a concise ASK, summarize points (big picture messaging), and follow up with specifics
4) Question Check	Engage with probing questions to obtain feedback on interest/support, course correct focus if needed
5) Conclude	Be respectful of time, leave a card/flyer/honeys, and follow up via email too

## **ROUND 2:**

### **ROLE #1: YOU ARE THE STAFFER**

Find a different partner with a **bee symbol** to meet with and use the Staffer Attitude and Responses guide below. After, switch roles and you will play role #2 below.

Staffer Attitude	Role & Responses
Misinformed, "knows" a lot but is wrong or confused	Be engaged in the conversation but contribute bad information as responses to questions. Some common examples: "It's the cell phone towers causing of bee losses, right?" "Doesn't the data show colony losses aren't that bad now?" "Getting rid of pesticides harmful to bees will affect our food production systems" "It's moving hives all around the country that's making them weak and unhealthy" "We don't need so many colonies in the US, it's bad for the native pollinators"

### **ROLE #2: YOU ARE THE BEEKEEPER**

Switch roles and now you are the beekeeper and focus on Step 4 for this round.

Steps for engaging	Beekeeper Role
1) Introduction	Thank the staffer for meeting and briefly cover who are you or your group, who do you represent, what you do, why you do it, how does it contribute to your state or industry
2) Connect	Connect with the staffer by utilizing info collected in your previous background research to acknowledge their portfolio and find common ground
3) Make your ASK	Make a concise ASK, summarize points (big picture messaging), and follow up with specifics
4) Question Check	<b>Engage with probing questions to obtain feedback on interest/support, course correct focus if needed</b>
5) Conclude	Be respectful of time, leave a card/flyer/honeys, and follow up via email too

**2024 American Beekeeping Federation**  
**3-hr Science Policy Training workshop Thursday, January 11 @2-5pm**

**TAKE HOMES:**

**Step by step "how's" of the process for engaging with legislators & staffers:**

- 1) Conduct background research. Review legislators, polices, committees to target offices
  - a. Reach out to many for bipartisan support (Democrats and Republicans)
  - b. Find highlights/commonalities
- 2) Set the meet. (identify staffer roles (Legislative Aides (LA) vs Administrative Aides (AA)) and expectations for connecting with legislators)
- 3) Thanks and Introductions. Thank them for meeting and introduce who are you (or your group), who do you represent, what you do, why you do it, how does it contribute to your state or industry
- 4) Connect with them. Utilize the information collected in Step 1 (research phase) to acknowledge their portfolio, previous work, and find common ground
- 5) Make your Ask. Provide a clear concise request, and summarize points (big picture messaging) then follow up with specifics
- 6) The Question Check. Further engage with probing questions to obtain feedback and assess support/interest, course correct focus if needed
- 7) Conclude. Be respectful of their time and do not go over the allotted time, leave a card/flyer/honeys, and (if appropriate) invite them to visit.
- 8) The Follow-up. After the meeting, follow up with specifics resources (if needed or asked for), emphasize you'd like to stay connected, then provide them with your contact information again via email.

**Example Scenarios and Tactics for Engagement:**

Staffer responses	Tactics for Engagement
Interested, engaged	Ask questions about why they are so interested (do they have other related policies (past or current), personal connections or stories?) then build off that.
Disinterested, or provides no feedback, few responses	Ask probing questions to find related interests then make connections to build awareness and promote understanding of the importance of your asks. Share a story or relate to theirs.
Misinformed, thinks they know but is wrong or confused	Gently point out and correct the misinformation (if needed) and or redirect conversation because there's interest there so you can work with that. Provide facts, science-based evidence, and or offer to connect them to an expert.
Argumentative (honey vs wild bees) or dislikes subject	Strong objections or dislikes can steer conversations in the wrong direction so it's best to provide facts or evidence that may help change their perspectives. Ask probing questions to find common agreements.
Distracted, asks random questions	Redirect and refocus by making connections back to your asks. Repeat as needed.

**For more information and resources:**