

## Champion Scale Tool

Members of Congress (MoCs) don't often come into office as champions on hepatitis or liver disease issues. The Champion Scale is a tool to help us move MoCs, step by step, toward becoming champions on hepatitis B and C and Liver Cancer. Use this tool to assess decision makers, develop strategies, track learning and progress, and celebrate progress.



MoC Name: \_\_\_\_\_ Point Person: \_\_\_\_\_ RESULTS Group: \_\_\_\_\_ Issue: \_\_\_\_\_ Date: \_\_\_\_\_

### Tips for Getting Started with this Tool:

<input type="checkbox"/> Research the MoC's background and voting history on the issues at <a href="http://www.results.org">www.results.org</a> <input type="checkbox"/> Evaluate the MoC and determine where they are on the champion scale for each issue <input type="checkbox"/> <u>Always</u> make requests just above their current level to encourage them to move up <input type="checkbox"/> Use stories that personalize the issue & move the MoC emotionally	<input type="checkbox"/> When meeting, always begin by acknowledging them <input type="checkbox"/> Listen carefully to everything they say for clues about where they are on the champion scale
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Level Name, Objectives	Determining Their Level – They Might Say:	Moving Them to the Next Level:
<p><b>Level: 4 Champion</b></p> <p><b>Objectives at This Level:</b></p> <input type="checkbox"/> Inquire on creating new legislative initiatives. <input type="checkbox"/> Help MoC see that his/her efforts as a Champion are worth while.	<input type="checkbox"/> "I will build the support and visibility needed to make sure this passes." <input type="checkbox"/> "I will walk this around the floor and make sure it happens." <input type="checkbox"/> "Can I count on the full support of your organization on this?" <input type="checkbox"/> "What do we need to do to make this happen?"	<input type="checkbox"/> Ask MoC to author and shepherd legislation through. <input type="checkbox"/> Enlist RESULTS staff & grassroots in achieving what MoC has set out to achieve. <input type="checkbox"/> Ask MoC to talk and/or write to leadership and report back. <input type="checkbox"/> Let MoC know he/she has support of entire organization (staff & network) when leading. <input type="checkbox"/> Encourage member to join key committees. <input type="checkbox"/> Hold regular meetings with key DC aide(s) every 1-2 months. <input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings. <input type="checkbox"/> Provide regular positive feedback on MoC's action via letters, events, and media. <input type="checkbox"/> Look for opportunities to put MoC in contact with people affected by the issues. <input type="checkbox"/> Demonstrate community support for his/her actions. <input type="checkbox"/> Offer to sit on their community advisory panels and to provide other input. <input type="checkbox"/> Offer to organize public events with the MoC (forums, radio, TV, etc). <input type="checkbox"/> Get member to draft or sign on to 4 or more opeds per year. <input type="checkbox"/> Ask member to speak on conference call, IC. <input type="checkbox"/> Ask MoC to initiate a sign-on letter on an issue. <input type="checkbox"/> Ask MoC to hold a briefing or hearing on an issue working with our DC staff.
<p><b>Level: 3 Leader</b></p> <p><b>Objectives at This Level:</b></p> <input type="checkbox"/> Inspire MoC to become more by providing a vision of what it means to be a champion: using examples inside and outside of Congress. <input type="checkbox"/> Help MoC stake out his/her champion terrain on our issues.	<input type="checkbox"/> "I will get the support to help this pass." <input type="checkbox"/> "I will introduce this bill or be a co-leader on this letter." <input type="checkbox"/> "I will speak to leadership and let you know." <input type="checkbox"/> "I will speak on the floor about this." <input type="checkbox"/> "Yes, I will write an oped on this." <input type="checkbox"/> "Yes, I will offer the amendment." <input type="checkbox"/> "Yes, organizing a hearing would be a good idea."	<input type="checkbox"/> Ask MoC to talk and/or write to leadership and report back. <input type="checkbox"/> Let MoC know he/she has support of entire organization (staff & network) when leading. <input type="checkbox"/> Encourage member to join key committees. <input type="checkbox"/> Hold regular phone meetings with key DC aide(s) every 1-2 months. <input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings. <input type="checkbox"/> Offer to organize public events with the MoC (townhalls, forums, radio, TV, etc). <input type="checkbox"/> Provide regular positive feedback on MoC's action via letters, events, and media. <input type="checkbox"/> Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues. <input type="checkbox"/> Demonstrate community support for his/her actions. <input type="checkbox"/> Ask a colleague in MoC's state, caucus, interest group to join him/her in taking an action. <input type="checkbox"/> Offer to sit on their community advisory panels and to provide other input. <input type="checkbox"/> Get member to draft or sign on to 3 or more opeds per year. <input type="checkbox"/> Ask MoC to hold a briefing or hearing on an issue working with our DC staff. <input type="checkbox"/> Ask MoC to initiate a sign-on letter on an issue.

Level Name, Objectives	Determining Their Level – What They Might Say:	Moving Them to the Next Level:
<p><b>Level: 2 Advocate</b></p> <p><b>Objectives at This Level:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Encourage MoC to consider taking individualized actions that go beyond the basics and demonstrate leadership.</li> <li><input type="checkbox"/> Help MoC find and deliver on his/her passion around one or more issues.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "I will talk to my colleagues &amp; leadership and urge them to support this."</li> <li><input type="checkbox"/> "I might be willing to write an op-ed on this."</li> <li><input type="checkbox"/> "I would sign on to a letter supporting this and engage others."</li> <li><input type="checkbox"/> "People in our community should know about this. "</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask MoC to talk and/or write to leadership and report back.</li> <li><input type="checkbox"/> Let MoC know he/she has support of entire organization (staff &amp; network) when leading.</li> <li><input type="checkbox"/> Encourage member to join key committees.</li> <li><input type="checkbox"/> Hold regular phone meetings with key DC aide(s) every 1-2 months.</li> <li><input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings.</li> <li><input type="checkbox"/> Provide regular positive feedback on MoC's action via letters, events, and media.</li> <li><input type="checkbox"/> Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues..</li> <li><input type="checkbox"/> Demonstrate community support for his/her actions.</li> <li><input type="checkbox"/> Offer to organize public events with the MoC (forums, radio, TV, etc).</li> <li><input type="checkbox"/> Get member to sign on to 2 or more opeds per year.</li> <li><input type="checkbox"/> Ask member to speak on conference call, IC.</li> <li><input type="checkbox"/> Ask a colleague in MoC's state, caucus, interest group to join him/her in taking an action.</li> <li><input type="checkbox"/> Ask the MoC to initiate their own "Dear Colleague" letter.</li> </ul>
<p><b>Level: 1 Supporter</b></p> <p><b>Objectives at This Level:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Move MoC beyond taking basic action toward being vocal (in media, public, and hearings) and enrolling colleagues.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "If it gets to the floor I will vote for it. You should talk to the MoCs who don't support this."</li> <li><input type="checkbox"/> "I might co-sign an op-ed."</li> <li><input type="checkbox"/> "Who else are you talking to?"</li> <li><input type="checkbox"/> "I believe in this. We are on the same page."</li> <li><input type="checkbox"/> "I will co-sponsor the legislation."</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Request regular meetings with key DC aide(s) every 1-2 months.</li> <li><input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings.</li> <li><input type="checkbox"/> Provide regular positive feedback on MoC's action via letters and media.</li> <li><input type="checkbox"/> Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues.</li> <li><input type="checkbox"/> Always ask that MoC do more than take the basic action (sign the letter <u>and</u> get committee colleagues to sign).</li> <li><input type="checkbox"/> Demonstrate community support for his/her actions</li> <li><input type="checkbox"/> Ask a colleague in MoC's state, caucus, interest group to join him/her in taking an action.</li> </ul>
<p><b>Level: 0 Neutral--Uninformed</b></p> <p><b>Objectives at This Level:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Educate on issue or cause.</li> <li><input type="checkbox"/> Determine and start to build areas of support.</li> <li><input type="checkbox"/> Reach aides and decision-maker at emotional level</li> <li><input type="checkbox"/> Get them to take an action.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "Why should I support this?"</li> <li><input type="checkbox"/> "Tell me more about this."</li> <li><input type="checkbox"/> "Which other MoCs of Congress are supporting this?"</li> <li><input type="checkbox"/> "Do you have more information?"</li> <li><input type="checkbox"/> "What are you asking me to do?"</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask for action on their hot button topics.</li> <li><input type="checkbox"/> Tell them stories that leave them moved by our issues.</li> <li><input type="checkbox"/> Research MoC's interests and background to find ways to show how RESULTS aligns w/their interests.</li> <li><input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings.</li> </ul>
<p><b>Level: -1 Opponent</b></p> <p><b>Objectives at This Level:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Weaken their opposition; move them toward neutral.</li> <li><input type="checkbox"/> Find common ground between your point of view and theirs.</li> <li><input type="checkbox"/> Educate MoC on issues in way he/she can relate to.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> "I can't meet with your group."</li> <li><input type="checkbox"/> "I won't/can't support this."</li> <li><input type="checkbox"/> "It's not a problem"</li> <li><input type="checkbox"/> "Your solution will not fix this."</li> <li><input type="checkbox"/> "My constituents will not support this."</li> <li><input type="checkbox"/> "We don't have money for that, it's not a priority."</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Get the ear of the key aide first</li> <li><input type="checkbox"/> Share stories (DVD, spoken word) with MoCs and aides that leave them moved on the issues.</li> <li><input type="checkbox"/> Research MoC's interests and background to find ways to show how RESULTS aligns w/their interests. Use his/her website and other sources.</li> <li><input type="checkbox"/> Find foothold with one issue, or one aspect of one issue.</li> <li><input type="checkbox"/> Be persistent about getting in front of MoC in meetings and public gatherings.</li> </ul>

Notes: