

Preparing Your Question for a Tele-Townhall or Virtual Event

The COVID-19 pandemic has impacted everyone across the country. Local, state and federal governments are struggling to deal with flattening the curve, school disruptions and the economic fallout of this crisis. Tele-town halls and virtual events are great opportunities to raise a question to lawmakers. While, lawmakers and candidates may realize the importance of our issues, during these community conversations, they might not proactively raise it.

The best way to improve the odds your question is answered is to make it personal. People understand the world through both their heart and their head—in fact, the heart is often the more powerful driver. To get your question answered, you need to touch their hearts (through stories and personal experiences) and minds (through facts, figures and data). Think of this as an elevator pitch!



Example (Personal story is in bold)

As a parent of a toddler, my partner and I depend on child care so we can work. My son's in-home child care center is now struggling to pay their staff, rent and other expenses. I am afraid they will permanently close as a result. During this crisis, our economy and healthcare system could not function without the child care industry, as they are caring for the kids of our medical professional, first responders and essential service providers. We need to support child care teachers and workers now and ensure they can serve the community during our economic recovery. How do you plan to help families and the child care community during and after this pandemic?

Your Turn

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