


# Pitching your MPP: Tips for an Effective Meeting

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## Know your Ask:


If your meeting has a specific ask, make sure you and your team understand it well. Remember, not every meeting needs to be about an issue or problem — you don't want to wear out your welcome!



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## Deliver your pitch in two minutes:


Practice your pitch before the meeting and make sure you can deliver it in two minutes or less. The more concise and direct your pitch, the easier it will be for your MPP to explain it to others. Remember: time is of the essence at these meetings!



3

## Stick to what you know:


Don't jeopardize your expertise by offering information that you don't know anything about. Not having an answer is an opportunity to continue the conversation. Remember, tell your MPP you will look into it more and follow-up within a few days or a week at most.



4

## Speak with one voice:


Having a small group of co-advocates attend the meeting (yourself plus three others) is an effective advocacy technique. Remember, talk through the issues and plan your meeting ahead of time so that you are prepared and professional.



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## Use a story:

Nothing communicates a problem better than a memorable story. MPPs understand this well and use stories themselves to humanize issues and to connect with their audiences. Remember, a good story connects your MPP to your co-operative.



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## Follow-up:

This step is key to building and maintaining a good relationship with your MPP. Get back to them with any answers or details that require follow-up in a timely manner. Remember, always follow-up a meeting with a "thank you" email to the MPP and his/her staff.

