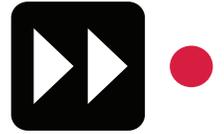


Tips to Inspire Action

**FAST
FORWARD
FOR RARE**



READY

Do Your Research

Get to know your legislators by visiting their websites and social media channels to learn:

- Their general views
- Committees they participate on
- What bills they have introduced
- Their position on your issue

Identify a Key Challenge

As a patient, caregiver, or advocate, you may face many challenges. Pick one to highlight:

- Access to diagnosis
- Access to treatments
- Access to essential care

Know Your Ask

Be clear about what you want your legislators to do.

- Introduce the specific legislation and bill number that will drive change

SET

Craft Your Pitch

Break your message into **three parts** that are easy to share and remember.



Problem



Solution



Ask

Use the **Prepare Your Pitch** worksheet to help craft your message.

GO

Key Dos

- Get your key messages in **early**
- **Balance** fact and emotion
- **Be concise** – less is more
- **Be authentic** – no need to memorize

Meeting Virtually?

Remember These Tips!

1. Test Your Tech

Check your internet connectivity, and confirm your camera and microphone are working

2. Set the Scene

Find a room with optimal lighting and eliminate all distractions

3. Have an Agenda

Organize your thinking and stay on message



Your voice matters! By sharing your story during **Rare Across America** and beyond, you will:



Make an impact on federal policy from close to home



Improve understanding of rare diseases



Support development of new treatments



PRACTICE, PRACTICE, PRACTICE!

- Review your key messages
- Use your phone to record and review your 90-second elevator speech
- Prepare answers to anticipated questions, including difficult or unexpected ones

Your **Personal Assessment**

What did you do well?

What can you improve for next time?

Now that you've identified things you did well and what you can improve, **come to the Practice Your Pitch webinar on July 21 at 3:00 p.m. ET prepared to practice your pitch!**

Be Yourself. Remember, you are the expert.
No one knows your story better than **YOU!**