

2025 SHRM AUGUST IN-DISTRICT TOOLKIT



OVERVIEW

During the **August Congressional Work Period** (July 28 – September 5, 2025), SHRM members have a valuable opportunity to engage directly with their members of Congress in their home states and districts. Meetings can be held in person or virtually. These meetings are essential to advocating for effective workplace policy solutions.

In 2025, SHRM urges its members to focus on the following key issues:



**AI
DISPLACEMENT**



**CAREGIVING
CHALLENGES**



**E2: Strengthening
America's Education-to-
Employment Pipelines**



HOW TO PARTICIPATE

Submit your [registration](#) to confirm your participation and help SHRM coordinate efforts. This avoids overlapping with other members engaging with the same congressional office. Unsure if your legislator is already covered? Contact SHRM Government Affairs – Mike Rose at mike.rose@shrm.org

2025 SHRM AUGUST IN-DISTRICT TOOLKIT



SCHEDULING MEETINGS & ROLES

Who Should Schedule Meetings?

- **SHRM State Council Legislative Directors:** Schedule meetings with both U.S. Senators and Representatives from your state.
- **SHRM Chapter Legislative Directors:** Coordinate meetings with U.S. Representatives specific to your chapter's district.
- **SHRM Individual members:** Reach out to your Representative or collaborate with your state/chapter leaders to join or support other meetings.

How to Schedule a Meeting

1. Use SHRM's [Meeting Request Template](#) to reach out.
2. Visit www.house.gov and www.senate.gov to identify your lawmakers and find their district office contact information.
3. Contact their office by phone or email, or use the meeting request form, often available on their website.
4. Tailor your message to highlight your district's workforce challenges and how SHRM's policy solutions can help.



MEETING PREPARATION

Before the Meeting

- Research the legislator's background, voting record, committee assignments, and public positions.
- Identify common ground between SHRM's policy priorities and their known interests.
- Confirm attendees, prepare an agenda, and collect materials for discussion and distribution.

Conducting the Meeting

1. **Designate a Lead:** Assign someone to guide the conversation and manage the meeting timeline.
2. **Start with Introductions:** Offer brief (30–60 seconds) introductions and thank the legislator or staff for their time.
3. **Present Talking Points:** Combine personal experiences with facts and data to make the issues real. Be specific about your “ask” (e.g., co-sponsorship or funding support).
4. **Encourage Dialogue:** Be prepared to answer questions and share follow-up materials. Keep the meeting to 20–30 minutes.
5. **Leave Behind Materials:** Provide concise 1–2 page documents summarizing the issues, your key points, and policy recommendations.

Things to consider when scheduling a meeting.

- **Your meeting can be held at the member of Congress' District office.** Some members of Congress have more than one office, please clarify the location of the meeting.
- **The meeting can be held virtually.** Congress is authorized to use certain online platforms. Please be sure to clarify which platform the office is comfortable using.
- **The meeting can be at your workplace.** If you invite your member of Congress to meet at your workplace, please consider the following factors:
 - *Ensure you have the buy-in from your CEO or other relevant senior staff.*
 - *Reserve a quiet meeting space for the meeting.*
 - *If you invite colleagues to attend, make sure the member of Congress is aware of those attending and comfortable with the size of the group.*
 - *Be respectful of everyone's time. Start and finish the meeting at the designated times.*
 - *Offer the member of Congress a tour of your facilities.*
 - *DO NOT invite the press without express permission.*
 - **DO NOT** discuss campaigns or campaign contributions during the meeting. This is an opportunity to discuss and identify potential solutions to policy issues.

2025 SHRM AUGUST IN-DISTRICT TOOLKIT



After the Meeting

1. **Complete the SHRM Meeting Tracker:** Submit the 2025 August In-District Advocacy Meeting Tracker to SHRM.
2. **Send a Thank-You Note:** Reiterate your appreciation and the key messages via a brief follow-up email.
3. **Follow Up with Materials:** Share any additional information or documents requested during the meeting, coordinating with relevant congressional staff.
4. **If feasible, do a “drop-by”** after a few days to the in-district office to deliver a SHRM tie or other SHRM swag as a token of appreciation. Coordinate with Mike Rose at mike.rose@shrm.org to obtain gift items for members of Congress you meet. You can note that these items comply with the House and Senate Ethics Rules.

Amplify Your Advocacy

Use SHRM’s Social Media Toolkit to promote your advocacy activities. Share posts before and after your meetings to help spread awareness and support SHRM’s policy goals.

Earn Recertification Credit

By successfully conducting a meeting with a legislator or their staff by September 5, 2025, you can earn 1.0 PDC toward your SHRM-CP or SHRM-SCP credential.

Best Practices for Congressional Engagement

- **Stay Focused:** Stick to the agenda and SHRM’s key policy priorities.
- **Be Respectful:** Treat both elected officials and their staff with professionalism.
- **Be Punctual:** Arrive a few minutes early or notify the office if delayed.
- **Focus on Policy, Not Politics:** Avoid election or campaign-related discussions.

Download Resources

[SHRM’s Vision for Caregiving](#)

[2025 SHRM August In-District Advocacy Campaign: AI Displacement](#)

[2025 SHRM August In-District Advocacy Campaign: Supporting Workers with Caregiving](#)

[SHRM’s Vision for Responsible AI Adoption and Workforce Transformation](#)

[2025 SHRM August In-District Advocacy Campaign: Strengthening the Education-to-Employment \(E2\) Pipeline](#)

[SHRM E² INITIATIVE](#)

For questions or assistance

Contact SHRM Sr. Advisor, State Government Affairs, Mike Rose:
mike.rose@shrm.org