



National Day of Advocacy Impact Guide

As a case manager, you see how healthcare policies impact patients, providers, and communities. CMSA's Day of Advocacy gives you the opportunity to bring your real-world experience directly to policymakers.

This guide gives you practical tools to connect with legislators in the way that feels most comfortable to you and on your own timeline, whether you choose to write, call, meet, or simply start by learning more.

Getting Started

Find Your Legislators

Identify the state and federal legislators who represent you and learn how to contact their offices.

» [Click Here to Find Your Legislators](#) «

Explore CMSA's Advocacy Priorities

Review CMSA's current advocacy priorities and key talking points to help you connect your own experiences to the issues affecting case management, patients, and the healthcare continuum.

» [Click Here to View CMSA's Priorities](#) «

Share on Social Media

Help amplify the voice of case management. Download ready-to-use CMSA Day of Advocacy graphics and share why advocacy matters to you.

» [Click Here to Download Social Graphics](#) «

Help Shape What Comes Next

Your experiences can help CMSA determine where our advocacy efforts should go next. Tell us which issues are affecting your patients, your practice, and your community.

» [Click Here to Take the Advocacy Survey](#) «



National Day of Advocacy

A Guide to Writing Your Legislators

Use your own words to explain what you are seeing in your work, why it matters, and what you would like to discuss. You do not need to address every priority in the template.

Simple structure:

Who I am + What I am seeing + Why it matters + My request

Use the right greeting.

Address your message to "Dear Senator [Last Name]" or "Dear Representative [Last Name]." Direct questions about state legislation to your state legislators.

Make it personal.

Introduce yourself as a constituent and case manager. Replace the template's placeholders and include your city, state, ZIP code, and contact information.

Keep it brief and respectful.

Aim for one page. Explain your concern, connect it to your work, and share a short example. Use plain language and verify any facts or statistics.

Protect privacy.

Never include patient-identifying information. Share your own perspective, and speak on behalf of CMSA or your employer only when authorized.

Close with a clear request.

Ask for information, a response, or a meeting with healthcare policy staff. Thank the office, proofread your message, and save a copy.

[Click Here to Access the Email & Letter Template](#)



National Day of Advocacy

A Guide to Calling Your Legislators

Simple structure:

Who I am + Why I am calling + What I am seeing + My request

Ask for the right person.

Request the staff member who handles healthcare policy. Direct questions about state legislation to your state legislators.

Introduce yourself.

Share your name, city, state, ZIP code, and role as a case manager. Explain that you are calling in recognition of CMSA's National Day of Advocacy.

Keep it brief and respectful.

Use the phone script as a guide, not something you must read word for word. Focus on your main concern, share a short example from your work, and allow time for questions. It is okay to say you will follow up with information you do not have.

Protect privacy.

Never share patient-identifying information. Speak from your own experience, and represent CMSA or your employer only when authorized.

Close with a clear request.

Ask for information, a response, or a meeting. Thank the staff member, confirm how to follow up, and note whom you spoke with. When leaving a voicemail, briefly state your purpose and repeat your name and phone number slowly.

[Click Here to Access the Phone Scripts](#)



National Day of Advocacy

A Guide to Meeting With Your Legislators

Simple structure:

Who I am + What I am seeing + Why it matters + My request.

Prepare your message.

Introduce yourself as a constituent and case manager. Choose one or two concerns, a brief example from your work, and a clear request. Practice your opening, and decide who will cover each topic when attending as a group.

For in-person meetings.

Confirm the location, meeting length, and any security or identification requirements. Arrive early and bring copies of a short summary with your contact information.

For virtual meetings.

Confirm the meeting link and time zone. Test your camera and microphone, choose a quiet, private space, and join a few minutes early. Display your name and silence notifications.

Keep the conversation focused and respectful.

Explain your concerns in plain language and connect them to your case management experience. Listen to the legislator or staff member, allow time for questions, and respect the scheduled end time. Offer to follow up rather than guess at an answer.

Protect privacy and speak for yourself.

Do not share patient-identifying information in your comments, handouts, or on-screen materials. Represent CMSA or your employer only when authorized.

Close with a next step.

Restate your request, confirm the best staff contact, and thank everyone for their time. Send a brief thank-you email with any promised information and agreed-upon next steps.

[Click Here to Access Talking Points](#)