FULBRIGHT ASSOCIATION

CAPITOL HILL

ADVOCACY DAYS

APRIL 13 - 14

ADVOCACY DAY LOGISTICS

7:00 - 9:00am	Orientation and Training
9:30 - 11:30 am	Hill Visits: Session 1
12:00 - 1:30 pm	Fulbright Lunch-n-Learn
**1:20pm*	*Group Picture*
2:00 - 4:00 pm	Hill Visits: Session 2
4:00 - 4:45 pm	Debrief and Closing Remarks

**Training and Debrief will be held in Rayburn 2103*

**Fulbright Lunch-n-Learn will be held in TBD*

Questions? Concerns? Problems?

Jennifer: 202-236-6867 Phil: 585-794-7025

TRAINING AGENDA

- Introduction of Advocacy Day and Attendees:
  - Former Congressman and Event Chair: **Dr. Max Burns**
  - Trainers: **Ilir Zherka and Lisa Heyn**, Alliance for International Exchange

    Jennifer Gennaro Oxley, Fulbright Association
- Fulbright Advocacy - Why & How We Advocate
- Budget and Appropriations Outlook
- Key Messages and Committees
- Practice Session – Roll Play: **Dr. Max Burns** and **Nancy Neill**, President of Fulbright Association Board of Directors
- Words of Inspiration: **Congressman Tom Cole** (a Fulbrighter)

TWEET AWAY! EMAIL! TAKE PHOTOS!

- Use hashtag **#FulbrightEffect**
- See the "Tweet Sheet" in your packet for sample tweets:
  - Tweet throughout your Advocacy Day experience
  - Tweet directly to your Members of Congress before and/or after your meetings
- Follow up with members of Congress by email → go to **www.fulbright.org**

ATTENDEES

- Key Congressmen & staff
- Key administration members
- 1946 Society inaugural members
- Fulbright Association Board of Directors and alumni
- Local FA chapter presidents
- Local university & institutional member presidents
- Coalition partners

WE ARE NOT ALONE!

- January 27-29 Global Ties U.S. (IVLP)
- March 2 American Councils YES Students
- March 3 Alliance Appropriations Advocacy Day
- March 4 AFS Students and Staff
- March 14-15 NAFSA: Association of International Educators
- March 16 American Councils FLEX students
- April 13-14 Fulbright Association Advocacy Days
- April 28 Alliance J-1 Advocacy Day

ADVOCACY PLAN

- **Increase visibility of the #FulbrightEffect** and its long-term viability through a consistent community-wide alumni effort (online/in-person)

- **Create a network of Fulbright champions** with key legislators, Congressional staff, administration and Ambassadors

- **Cultivate partnerships and advocate as an international exhange community** with the Alliance for International Exchange as well as other exchange programs directly (see Dear Colleague Letters/Caucus)

- **Develop Fulbright core impact statement** in collaboration with the Department of State, IIE/CIES, FA chapters and international community (50 active FA chapters, 49 Fulbright Commissions, Posts and 60+ Alumni Associations)

50 Active FA Chapters (in Red)

DEAR COLLEAGUE LETTERS

- **House: Rep. Hank Johnson (D-GA)**
  - 120 signatures, bipartisan
- **Senate: Sen. Cory Booker (D-NJ)**
  - 18 Dems + Sen. Bernie Sanders (I)

We appreciate this opportunity to share the crucial importance of international exchanges with you and to thank you for your continued leadership in advancing a strong U.S. foreign policy and national security. We respectfully ask that you make a smart and effective investment in our country's foreign policy as well as local communities across the United States by funding Department of State international exchange programs at the highest possible funding level in FY16.

Sincerely,

Henry C. "Hank" Johnson
Member of Congress

Alcee L. Hastings
Member of Congress

Sheila Jackson Lee
Member of Congress

Eleanor Holmes Norton
Member of Congress

Chellie Pingree
Member of Congress

William R. Keating
Member of Congress

Barbara Lee
Member of Congress

Jim McDermott
Member of Congress

Eric Swalwell
Member of Congress

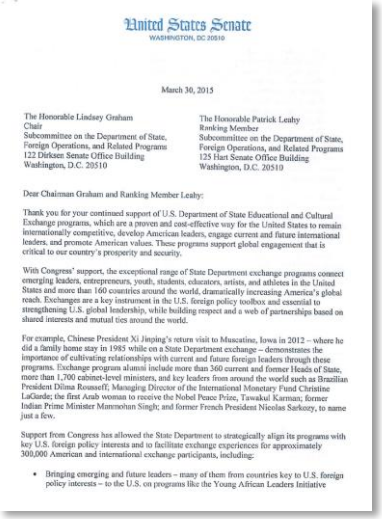
Donald S. Beyer Jr.
Member of Congress

José M. Serrano
Member of Congress

David N. Cicilline
Member of Congress

Keith Ellison
Member of Congress

Tim Walz
Member of Congress



United States Senate
WASHINGTON, DC 20510

March 30, 2015

The Honorable Lindsay Graham
Chair
Subcommittee on the Department of State, Foreign Operations, and Related Programs
122 Dirksen Senate Office Building
Washington, D.C. 20510

The Honorable Patrick Leahy
Ranking Member
Subcommittee on the Department of State, Foreign Operations, and Related Programs
125 Hart Senate Office Building
Washington, D.C. 20510

Dear Chairman Graham and Ranking Member Leahy:

Thank you for your continued support of U.S. Department of State Educational and Cultural Exchange programs, which are a proven and cost-effective way for the United States to remain internationally competitive, develop American leaders, engage current and future international leaders, and promote American values. These programs support global engagement that is critical to our country's prosperity and security.

With Congress' support, the exceptional range of State Department exchange programs connect emerging leaders, entrepreneurs, youth, students, educators, artists, and athletes in the United States and more than 160 countries around the world, dramatically increasing America's global reach. Exchanges are a key instrument in the U.S. foreign policy toolbox and essential to strengthening U.S. global leadership, while building respect and a web of partnerships based on shared interests and mutual ties around the world.

For example, Chinese President Xi Jinping's return visit to Muscatine, Iowa in 2012 – where he did a family home stay in 1985 while on a State Department exchange – demonstrates the importance of cultivating relationships with current and future foreign leaders through these programs. Exchange program alumni include more than 360 current and former Heads of State, more than 1,700 cabinet-level ministers, and key leaders from around the world such as Brazilian President Dilma Rousseff, Managing Director of the International Monetary Fund Christine LaGarde; the first Arab woman to receive the Nobel Peace Prize, Tawakul Karman; former Indian Prime Minister Manmohan Singh; and former French President Nicolas Sarkozy, to name just a few.

Support from Congress has allowed the State Department to strategically align its programs with key U.S. foreign policy interests and to facilitate exchange experiences for approximately 300,000 American and international exchange participants, including:

- Bringing emerging and future leaders – many of them from countries key to U.S. foreign policy interests – to the U.S. on programs like the Young African Leaders Initiative

Ask: "Highest possible funding level for State Department exchanges in FY 2017"

CAPITOL HILL
ADVOCACY DAYS

FULBRIGHT ASSOCIATION

CONGRESSIONAL INTERNATIONAL EXCHANGE AND STUDY CAUCUS

Steve Pearce (R-NM)

Rob Bishop (R-UT)
Mike Conaway (R-TX)
Brett Guthrie (R-KY)
French Hill (R-AR)
Lynn Jenkins (R-KS)
Blaine Luetkemeyer (R-MO)
Reid Ribble (R-WI)
Ed Royce (R-CA)
Rob Wittman (R-VA)
John Yarmuth (R-KY)

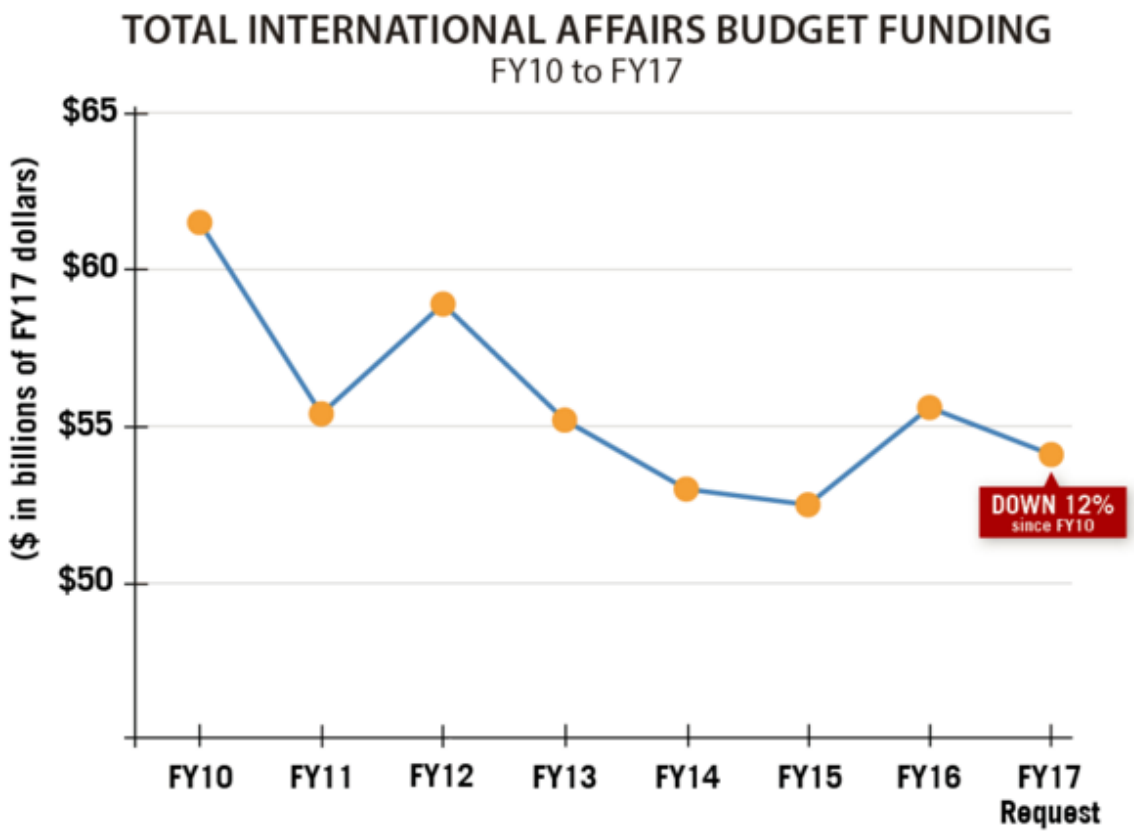
Jim Himes (D-CT)

John Carney (D-DE)
Elijah Cummings (D-MD)
Elizabeth Esty (D-CT)
Denny Heck (D-WA)
Bill Keating (D-MA)
Derek Kilmer (D-WA)
Ron Kind (D-WI)
Ann Kuster (D-NH)
Jim McGovern (D-MA)
Mark Pocan (D-WI)
Kathleen Rice (D-NY)
Louise Slaughter (D-NY)
Paul Tonko (D-NY)
Chris Van Hollen (D-MD)

Fulbright Congressman in Progress

70 years of Fulbright

THE 150 ACCOUNT – INTL AFFAIRS



FY17 President

$54.1 billion

Stays within the confines of the two-year budget deal

Graph: USGLC

BUDGET

Fiscal Year	Amount
FY16 Omnibus	$590.9 million - All *$236 million - Fulbright*
FY17 President Obama's Request	$639.7 million - All *8.2% increase from FY16* *$236 million - Fulbright*

Source: Alliance for International Exchange based on Congressional Bill language

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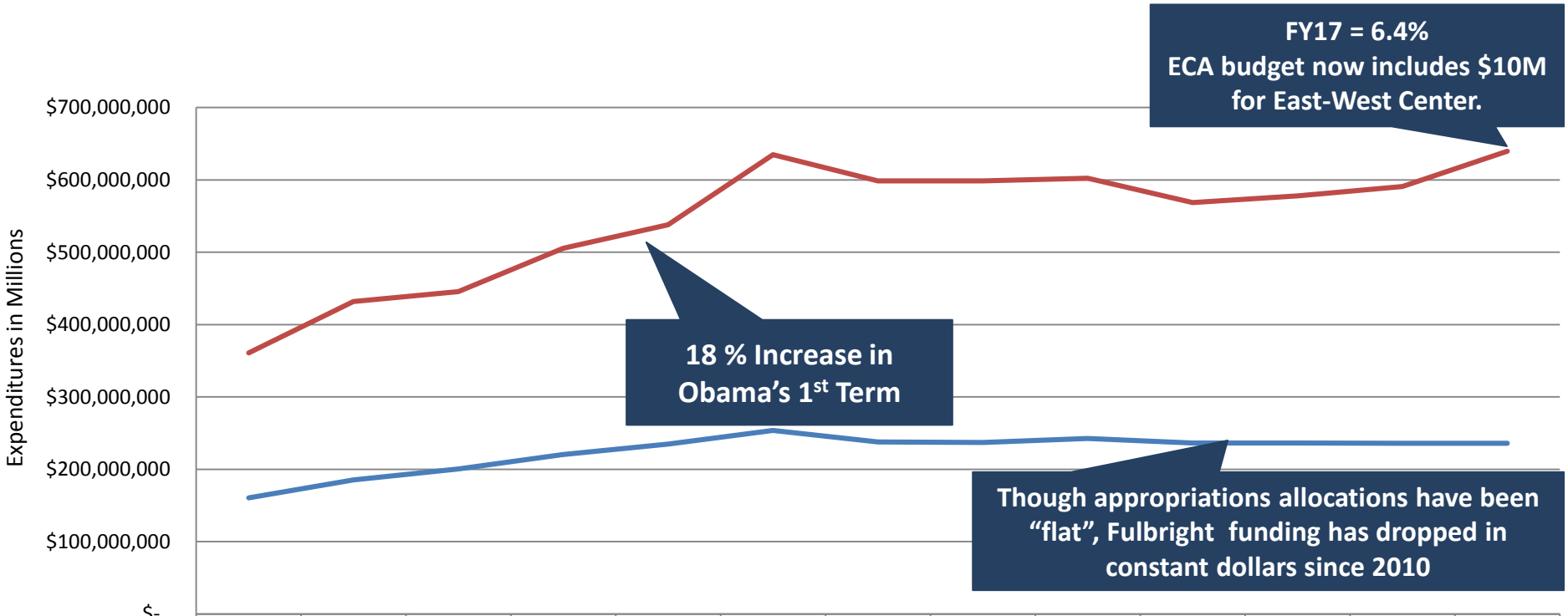
FULBRIGHT ASSOCIATION

FUNDING COMPARISON



	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY17* Proposed
Fulbright	$160,532	$185,136	$200,316	$220,482	$234,864	$253,826	$237,700	$237,200	$242,800	$236,400	$236,485	$236,000	$236,000
All Exchanges	$360,800	$431,800	$445,500	$505,400	$538,000	$635,000	$598,800	$598,800	$602,500	$568,600	$577,900	$590,900	$639,700

Sources: Alliance for International Exchange based on Congressional Bill language and the Fulbright Foreign Service Board (FFSB) 2014 Annual Report

70 years of Fulbright

KEY COMMITTEES AND FOCUS

Congress (National and Local)

- Committees on **Foreign Affairs/Relations**
- Committees on **Appropriations**
  - Subcommittees on **State, Foreign Operations, and Related Programs**
- Committees on **Homeland Security**

Administration and State

- Office of Management and Budget
- National Security Council
- Bureau of Educational and Cultural Affairs (ECA)

Campaigns

- Presidential front-runners
- Congressional races

MESSAGE 1: CULTURAL DIPLOMACY

Fulbright is the flagship exchange program of the U.S., a globally recognized and respected Program. It is the foundation of our international commitment to cultural diplomacy.

- Globally recognized and respected brand/program
- Highly effective, helping to create globally minded citizens
- Vast in reach and flexibility

MESSAGE 2: LEVERAGE & RELIABILITY

Our investment must keep pace with the commitment demonstrated by partner countries in order to secure the program's credibility and sustainability in the future.

- Leverage for U.S. Government funding
- Decline in funding by Congress in real dollars
- Reliable and robust U.S. government support needed

OUR ASK

- Fund the Fulbright Program at **$250M** (vs $236M)
- Join the Congressional International Exchange and Study Caucus

JUSTIFICATION

- **Support an increase to the Fulbright Program at the same level as other programs (6.4% increase)**
  - Some programs received plus-ups in the FY17 request, Fulbright did not
  - With rising costs, flat funding effectually means a cut
- **Leverage foreign commitments (strong brand)**
  - Signal continued commitment to and leadership in cultural diplomacy

MAKE THE MARK

- Assign roles

  e.g. introductions/question, Fulbright overview, personal story, deliver the ask
- Ask and tailor the responses
- Know your talking points (be brief and direct!)
- Go local
- DELIVER THE ASK

TOUGH QUESTIONS

You are asking for an increase in funding during tough budgetary times. You're asking for a $14 million increase, which is a lot ($236 to $250M). Questions to expect:

- **If we give money to your program, where else do you propose we cut?**
- **Can you quantify the economic impact of the Fulbright program?**
- **What local benefit can we expect from returning Fulbrighters?**

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