



NCJW Washington Institute 2019: Orientation Guide

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WELCOME TO WASHINGTON INSTITUTE!

We are pleased you will be joining hundreds of NCJW members and supporters from across the country in Washington, DC for NCJW's premier triennial public policy event, Washington Institute 2019 (WI 2019). Our theme is "building a movement, not a moment," and from our opening session to the closing we'll focus on strengthening our capacity and our network to keep our movement strong for 125 more years and then some! From April 7-9, you'll have the opportunity to learn more about the issues from experts, network with like-minded advocates, gain skills to promote change in your local communities, and speak out to decision makers during advocacy visits on Capitol Hill. Washington Institute allows us to turn our progressive ideals into action, affirm our collective strength, and ensure our ability to engage in meaningful social change.

This Washington Institute Orientation Guide is designed to assist you in getting the most out of your participation at WI 2019. SPAs and section leaders may want to use this guide as part of a group orientation for members who are planning to be in DC for the event.

Keep checking the Washington Institute [website](#) and NCJW's [Facebook](#) and [Twitter](#) for announcements and program updates. We have an incredible line-up of speakers and trainers, and have made a few changes to make this year's Washington Institute like no other. From networking opportunities to a closing program on Capitol Hill featuring our lawmakers, we hope you'll love the new innovations. Without a doubt, this Washington Institute 2019 is sure to challenge and engage new and seasoned participants!



We hope you are as excited as we are about being a part of this important gathering.
See you in Washington, DC from April 7-9!

Sincerely,

Dana Gershon and Sharon Lipton
Washington Institute 2019 Leadership Team



WASHINGTON INSTITUTE OVERVIEW

What is Washington Institute?

Every three years, NCJW holds Washington Institute, a national public policy conference. Washington Institute is an opportunity to learn new skills, hone your advocacy expertise, network with like-minded advocates from across the country, and meet with your members of Congress. Washington Institute 2019 is abbreviated as WI 2019.

Who attends?

Washington Institute is open to all NCJW members, supporters, and friends.

Where will it be held this year?

The [Washington Marriott at Metro Center](#) located at **775 12th St. NW, Washington, DC 20005**. All events Sunday and Monday will be held at the Marriott.

The hotel is at the Metro Center stop, which is on Metro's red, blue, and orange line, at the 12th and G streets exit. Once you're up the metro escalator, you'll find the hotel directly behind you.

On Tuesday, April 9, we will be on Capitol Hill. The Marriott will provide luggage storage while we are there. NCJW will **not** be providing buses. However, NCJW will be providing metro cards with enough money for a round trip to Capitol Hill at conference registration to all Day on the Hill participants. It's an easy and short trip on the Metro, and is also easily accessible by cab, Lyft, and Uber. *Note: In your conference folder, there will be a "Day on the Hill" handout. The document has a map of Capitol Hill and provides important logistical information for the day, including food locations.*

When will Washington Institute be held?

Washington Institute 2019 **kicks off after lunch on Sunday, April 7, 2019, at 1:30pm ET** and wraps up on Capitol Hill with a rousing send-off from lawmakers, 2:00 – 3:00pm ET in room 902 of Hart Senate Office Building (SOB) on Tuesday afternoon, April 9. *You can only access room 902 through the North Elevator Bank in Hart SOB.*

Are there pre-Institute trainings and gatherings?

There are pre-Institute trainings for Executive Directors (Friday-Sunday), Section Presidents (Saturday and Sunday), and State Policy Advocacy Chairs (Saturday and Sunday). *These trainings are invitation only.*

On Saturday, April 6 at 7:30pm ET, we will hold a special film screening of [Heather Booth: Changing the World](#), with guest speaker Heather Booth. **All conference participants and NCJW members are invited to this film screening.** This will be held in the Junior Ballroom Salon 1.



How can I get around?

On Tuesday morning, the hotel will provide luggage storage while we are on Capitol Hill. Everyone will be responsible for their own transportation to and from Capitol Hill. A variety of travel modes to and from the three airports (DCA, IAD, and BWI), Metro Center Station, and around town are easily accessible from the Washington Marriott at Metro Center. See the Washington Marriott website for more details and costs: <https://www.marriott.com/hotels/maps/travel/wasmc-washington-marriott-at-metro-center/>

- **Taxis, Lyft, and Uber** are plentiful in DC. As in other cities, taxis have a meter to determine charges. There is also a \$0.50 surcharge for each piece of luggage the taxi driver places in the trunk, and a \$1.00 surcharge for more than one passenger.
- **Metro** is an inexpensive means of traveling to and from Capitol Hill, Metro Center Station, Reagan National Airport, or anywhere else in DC. The hotel is conveniently next to Metro Center Station and a map of the metro system will be included in your registration materials. Visit <https://www.wmata.com/schedules/maps/> for an interactive map
- **Other Ground Transportation** from airports is available as well. Super Shuttle is available at all three airports (www.supershuttle.com, 703-416-7873, or [download the app](#)) and Washington Flyer buses/taxis are available from Dulles International Airport (703-572-8294). There is also rail transportation (via the MARC or Amtrak trains) from BWI Thurgood Marshall Airport directly to Union Station in DC (800 USA RAIL) and Metro service (Blue or Yellow Lines) from Reagan National Airport.

What should I pack?

- **Clothing Advice:** The conference plenary sessions and workshops will be in the hotel. Choose comfortable clothing, not too casual, suitable for rooms that can vary from “too hot” to “too cold.” Remember umbrellas, gloves, hats, and coats for off-site times. (Check <https://www.washingtonpost.com/news/capital-weather-gang/> for last minute weather predictions – DC weather in April should hopefully be nice!)
- **For the Woman Who Dared Luncheon:** Business formal attire is appropriate.
- **For the Gala Dinner:** Dressy cocktail attire is suggested. This is a very special dinner where we’ll present Cecile Richards with NCJW’s Social Action award and celebrate both NCJW’s 125 anniversary and our CEO Nancy Kaufman.
- **For Tuesday’s Hill visits:** Business formal attire is appropriate, and be sure to bring comfortable walking shoes. You will go through metal detectors at the congressional office buildings on Tuesday. Keep this in mind when getting ready for that day. Remember not to carry sharp objects in your purse such as metal nail files or scissors.



- **Bring section information**, such as recent bulletins or brochures, to personalize the folders provided at Washington Institute to leave with your lawmaker on your congressional visits.

When can I register?

Registration will be open at the Washington Marriott beginning on Saturday (6:30pm-7:30pm), Sunday (8am-9pm), and Monday (8am-10am; 11:45am-12:45pm; 5:00pm-7:00pm). When you register you'll receive a name badge that must be worn at all WI 2019 events, a tote bag that will include the materials you'll need at Washington Institute, fun swag, and an At-A-Glance card which gives room assignments for every session.

Security

There will be security present during WI 2019, and participants will be required to wear name badges at all times to enter all sessions.

What are some highlights of Washington Institute 2019?

Among the outstanding [speakers](#) scheduled for WI 2019 are:

- Heather Booth, a leading strategist about progressive issues and electoral campaigns;
- Vanita Gupta, President and CEO of The Leadership Conference on Civil and Human Rights;
- Senator Heidi Heitkamp, the first female senator elected from North Dakota;
- Cecile Richards, national leader for women's rights and social and economic justice; and
- Hilary O. Shelton, Director of the NAACP's Washington Bureau and Senior Vice President for Advocacy and Policy;
- Sharyn Tejani, Director of the TIME'S UP Legal Defense Fund;
- Alex Wind, co-founder of March for our Lives and Samantha Deitsch, activist from Marjory Stoneman Douglas High School; and
- Sally Yates, Former Acting Attorney General.

Other [program](#) highlights include issue-focused workshops ranging from health care to immigration to gun violence prevention as well as workshops unpacking different systems of oppression.

NEW AT WASHINGTON INSTITUTE 2016

Download the WI 2019 app!

We will have a downloadable app with all of the conference materials and program. Read up on our speakers, see the hotel map, and learn more about the sessions before you get to Washington! *More information about the WI 2019 app is coming soon!*



Livestreaming on NCJW's Facebook Page

This Washington Institute, we'll livestream the plenary sessions on NCJW's [Facebook page](#). Be sure to like our [page](#) and share the livestreamed sessions with your networks!

Advocacy Showcase – Sunday, April 7 from 9-10pm

This year's Washington Institute will showcase NCJW advocacy programs and efforts from across the country. This is a chance to view the amazing work of our network and gather ideas of programs, projects, and legislative advocacy that you can implement back home. Advocacy Showcase and dessert will follow the Opening Dinner on Sunday night. Head to the Junior Ballroom Foyer for dessert and to see what's on display. Showcase will remain on display through dinner on Monday evening. For questions, contact Brenda Batts at bbatts@ncjw.org.

Day on Capitol Hill – Tuesday, April 9

While meeting with our lawmakers at Washington Institute isn't new, we're making some changes to how we've run the day in the past. NCJW will not be providing breakfast and we will not be providing buses to Capitol Hill. The hotel is conveniently located near Capitol Hill, 1.5 miles away, so walking, metro, cabs, and Lyft/Uber are all easy and accessible ways to reach our first destination: a group photo in front of the Capitol at 8:20am — well in advance of advocacy meetings that may start at 9am. We'll take the Metro to Capitol Hill starting around 7:30am. *NCJW is providing Metro cards and maps at registration, and will have staff at the metro station to direct you to the photo location.*

The hotel will provide luggage storage during the day, so please be sure to allow time to check out and store your luggage as needed. Breakfast is also on your own, so be sure to leave time for that, too.

Questions about your lobby visits? Contact Faith Williams (fwilliams@ncjw.org) or Hannah Cohen Smith (hcohensmith@ncjw.org).

Closing Program

Washington Institute ends on Tuesday, April 9 with a closing program from 2:00-3:00pm on Capitol Hill. The closing program will take place in room 902 Hart Senate Office Building. **To access room 902, you must take the North elevator bank.** NCJW staff will be in the room beginning at 1:00pm, and will be available to answer questions and provide extra lobby report forms. If possible, plan to be at 902 Hart by 1:30pm to drop off your lobby report forms, debrief about your visits, and get ready for the closing program at 2pm! Prior to 1:00pm, NCJW staff will be available for assistance in the Senate Chef area, on the ground level of Hart Senate Office building, which has a-la-carte food options and seating. This area connects with the ground level of the Dirksen Senate Office Building.

THE ISSUES

How does NCJW determine which issues to address?

[NCJW's resolutions](#) guide the organization's actions. The delegate body has an opportunity to vote on the resolutions at NCJW's National Convention every three years.



Remember a section, action team, or SPA may not take a position contrary to an NCJW resolution or advocate on an issue on which NCJW has no position.

How do sections and action teams keep current on critical issues?

- NCJW State Policy Advocacy Chairs (SPAs), appointed by the NCJW President, coordinate NCJW advocacy activities in their states on national and state issues and work with section leaders to educate and mobilize sections and members.
- The [NCJW Action Center](#) provides frequent up-to-date action emailed alerts and a quick and easy way to express views to decision makers in the US and elsewhere. All Washington Institute registrants will automatically be added to the Action Center unless they have indicated otherwise.
- The [NCJW Weekly Wrap Up](#) newsletter includes for ways to take action, Capitol Hill updates, and thought-provoking readings. [Sign up here](#) to receive the newsletter.
- NCJW's [website](#), [Facebook](#) page, and [Twitter](#) account has timely information about issues of concern to NCJW, advocacy messages to decision makers, section highlights, and the latest information on NCJW programs, news, press releases, and initiatives.
- Section Advocacy or Policy Vice Presidents and committee chairs often coordinate local advocacy actions.
- NCJW leaders are invited to join NCJW's Action Facebook Group, a space to network, build relationships and share ideas. To request access, visit <https://www.facebook.com/groups/NCJWAction/>.
- Section involvement in a community service project may identify the need for legislative or administrative change.

What will we learn about at Washington Institute 2019?

The theme of WI 2019 is "Building a movement, not a moment." WI 2019 kicks off with a series of issues based workshops that explore ways to take action at different levels of government. The Monday workshops, "Unpacking Oppressions and Privileges," will examine systems of oppression which, fueled by white supremacy, shape the fabric of our society and our daily lives. We will leave better equipped to advance equity and equality in our social change work.

Can we endorse or oppose a candidate or party?

No. NCJW is a 501(c)(3) tax-exempt non-profit organization, which limits some of the political activities in which the organization can engage. NCJW sections and members representing NCJW cannot endorse a candidate or party. Your role in NCJW must be completely distinct from any personal activity endorsing, supporting, or promoting a candidate or party. [Click here](#) for more information about NCJW's 501(c)(3) status.

This conference is not a space to display or advocate in support or opposition of a candidate or party. Please help us remind participants throughout WI 2019 if you hear or see anything that appears it might violate NCJW's tax status. For questions, contact Lindsay Morris at lmorris@ncjw.org.



Which issues will we lobby on at Washington Institute 2019 Day on the Hill?

In order to have the greatest impact while we are in Washington, four timely issues have been identified as the focus when you meeting with you members of Congress. These issues tie in with NCJW's advocacy initiatives and include legislation currently moving through Congress:

- Supporting the Voting Rights Advancement Act (VRAA, HR 4/S 561)
- Supporting the Equal Access to Abortion Coverage in Health Insurance (EACH Woman) Act

In Senate meetings only, we'll also raise:

- Ensuring the integrity of judicial nominations
- Supporting the Background Check Expansion Act (S 42)

How will Washington Institute participants be prepared to address these issues?

- All WI 2019 participants are strongly encouraged to watch the pre-institute webinars and review the issue based talking points. The March 13 webinar provided a briefing on the issues and the [March 20 webinar](#) focuses on how to have a successful legislative visit. The webinar recordings and talking points will be available online at <https://www.ncjw.org/washingtoninstitute/advocacy-meeting-resources/>.
- Final talking points will be provided at WI 2019 on each of the key issues to inform participants and members of Congress.
- At the Sunday night dinner, leading experts will brief participants on the key issues to prepare them to present the NCJW position to members of Congress during visits.
- On Monday afternoon, the NCJW Government Relations and Advocacy Department will provide a final issue briefing to review NCJW's talking points and tips during your meetings with lawmakers.
- State Policy Advocacy (SPA) chairs and state leads will help explain and review the issues during the state caucus meeting held on Monday afternoon at Washington Institute.
- The WI [website](#) and app will include information on the issues.
- **REMEMBER:** The talking points we leave behind provide the data. NCJW participants provide the story and the passion!

Who is scheduling the meetings with our lawmakers on Tuesday, April 9?

Your State Policy Advocate (SPA) or state contact is already working to make appointments with your two senators, and NCJW sections are taking the lead on making appointments with representatives based on the timing of the visits with Senate offices. If you have any questions about your congressional visits please contact Hannah Cohen Smith at hcohensmith@ncjw.org. Once you have confirmed your meetings, please email Tasneem Tamanna Binte Amin at ncjw1@ncjw.org the details (time, location, and who you're meeting with).



ADVOCACY SKILLS

What is advocacy?

Persuasion...problem solving...exerting influence...speaking out for ourselves and others. Advocacy is an important way to make social change.

Who can advocate?

Anyone and everyone who has an informed opinion! In order to be effective, an advocate has to have some basic information but does not need to be an expert. Our congressional leaders want, and need, to hear from their constituents. Always remember that, through your votes, constituents can and do determine whether a legislator will keep her or his job — a fact that elected officials know very well. Washington Institute sessions and materials will provide the background information you will need to advocate on the issues of concern to NCJW.

Where can we use advocacy skills?

In addition to using these skills in Washington with your federal legislators, you can and should apply them to issues at the state and local levels. Aside from support for issues, these skills may be used in every facet of our NCJW life, including membership recruitment, fundraising, public relations, and community action. We use advocacy skills in our personal and professional lives as well.

Why do NCJW members advocate?

As citizens in a democratic society, we have an obligation to be involved in our community through active participation in the governmental process. As NCJW advocates, we speak out in order to make progressive social change. We advocate on behalf of vulnerable members of society, including children, women, and families. We speak in defense of our rights and liberties. We speak on issues of concern to the American Jewish community and for the security of Jews worldwide. As Jews, we have a moral obligation to “repair the world” or practice *“tikkun olam.”*

What makes NCJW’s efforts unique?

Decision makers listen to us because...

- for 125 years, NCJW has been at the forefront of social change;
- our Jewish values inspire us to advocate on behalf of all women, children, and families;
- our membership represents 30 states and the District of Columbia;
- we have a network of State Policy Advocacy (SPA) representing us in almost 20 states;
- our professionally staffed Washington office represents us on our issues on a daily basis;
- our grassroots community action experience enables us to see and document the needs in our communities in a non-partisan manner; and
- our advocacy is comprehensive: federal, state, and local.



What's the link between Washington Institute and what we do at home?

Washington Institute builds on the multiple strategies for social change NCJW employs every day across the country: community service, advocacy, education, and philanthropy. At this Washington Institute we will be providing a **community service** through donations to [Miriam's Kitchen](#); **educating** ourselves on the issues; **advocating** for policy changes; and acknowledging the generous **philanthropy** of NCJW's supporters. Those are strategies that NCJW sections employ in their communities, too.

Washington Institute builds on local NCJW work and enhances it. Sections work locally to improve the lives of women, children, and families, and have first-hand experience and knowledge of the realities facing people at home. That information — those stories — form the basis of compelling advocacy for systemic social change. By coming together in our nations' capitol to collaborate, network, and hone our advocacy skills, **advocates will return home stronger, with deeper knowledge and skills to effect social change on the local, state, and federal levels.**

DIGITIZE YOUR GRASSROOTS ADVOCACY

Be an NCJW #WI2019 Online Ambassador!

Use the hashtag #WI2019 (in addition to other issue-specific hashtags highlighted at Washington Institute) to document your experience on Facebook, Twitter, Instagram or other social media channels. You can help spread the word about our work and inspire others to speak out by sharing what you learn, see, and experience during #WI2019.

Make sure you are connected to NCJW for all the latest updates to share, post, tweet, like, comment, or re-tweet.

- Twitter: [@NCJW](#) and [@NCJWCEO](#)
- Facebook: [Facebook.com/ncjwinc](https://www.facebook.com/ncjwinc)
- Instagram: [ncjwinc](#)

COMMUNITY SERVICE PROJECT

At Washington Institute 2019, we'll be donating the metro cards (each cost \$2) and the remaining balance on each card to [Miriam's Kitchen](#). The mission of Miriam's Kitchen is to end chronic homelessness in DC. Collection boxes will be located at the Closing Program on Tuesday, April 9 in room 902 Hart Senate Office Building as well as in the hotel luggage room in the Washington Marriott.

DONOR RECOGNITION OPPORTUNITIES

Philanthropy is an important way to make social change. NCJW has many generous donors who help make it possible for us to carry out our social change work. During WI 2019, we will be recognizing these individuals.

NCJW gratefully acknowledges individuals, foundations, and businesses that have made generous contributions in 2018 and 2019 fiscal years to support our ongoing work in the



US and Israel as well as at Washington Institute 2019. We recognize donors annually at the following levels:

- Visionaries (\$50,000 and above)
- Founders (\$25,000 - \$49,999)
- Center for Social Change (\$10,000 - \$24,999)
- Hannah G. Solomon Leadership Circle (\$5,000 - \$9,999)
- Advocates (\$3,600 - \$4,999)
- Women Who Dared (\$1,800 - \$3,599)

All major donors of \$5,000 and above are invited to an exclusive reception on Sunday, April 7, following the Opening Dinner. Additionally, all annual donors who give at the aforementioned levels are recognized in Washington Institute materials, on donor lists, and with special badge ribbons.

125th Anniversary Campaign

Since our founding in 1893, NCJW's rich history tells the story of one woman, Hannah G. Solomon who had a dream to "shape the destinies" of American lives. Inspired by her Jewish values and the desire to confront social and economic challenges facing women, children, and families, she started our organization. With such auspicious beginnings, NCJW is now celebrating Hannah G. Solomon's legacy and our 125-year history. We are forever grateful to those donors who choose to honor NCJW's mission by providing the financial support needed to ensure Hannah's vision is never forgotten. Thank you to everyone who has already pledged and given towards this campaign. 125th Anniversary donors are recognized in Washington Institute materials, on donor lists, and in various other ways.

For more information about any of these donor opportunities, please contact Associate Director of Development Page Yarborough at pyarborough@ncjw.org.

GLOSSARY

Action Teams — Action teams are an opportunity in communities without an NCJW section for NCJW members at large and volunteers to come together and act as progressive changemakers. They organize, advocate, and educate on federal courts, voting rights, and reproductive health, rights, and justice.

Briefings — Informational presentations by experts, including representatives of the administration, congressional leaders, coalition partners, and NCJW staff.

Caucus — A small group meeting usually made up of people with a common bond. At Washington Institute, state participants meet in caucuses for training and to develop strategies for legislative visits.

The Hill — This is the insider nickname for Capitol Hill, including the US Capitol and adjacent House and Senate office buildings.



Legislative Aides — These are the staff members who work for members of Congress and congressional committees. They are often the “eyes and ears” for the member of Congress. You will frequently meet with aides during your legislative visits.

NCJW Resolutions — These NCJW statements of principles and positions on issues are adopted every three years at the NCJW National Convention. They authorize action and provide direction for NCJW’s participation in the public policy arena.

State Policy Advocacy Chair (SPA) — Leaders appointed by the NCJW President each triennium to be NCJW’s lead advocate in the state and to coordinate NCJW advocacy activities on federal and state issues.

Talking Points — Issue background pieces, including NCJW’s primary message on an issue and the answers to frequently asked questions, to help clarify the organization’s views on a public policy issue. They are written in a clear, simple format and are used for discussion, distribution, and action.

STAFF CONTACTS

If you have additional questions, please contact the appropriate NCJW staff person.

- Action Teams, SPAs, or 501c3: Lindsay Morris, lmorris@ncjwdc.org or 202 375 5066
- Lobby Visits: Faith Williams, fwilliams@ncjw.org or 202 375 5063
- Advocacy Showcase: Brenda Batts, bbatts@ncjw.org or 202 375 5064
- Social Change Awards: Ari Conrad, aconrad@ncjw.org or 202 375 5073
- Section President or ED Training: Brigid Howe, bhowe@ncjw.org or 202 375 5068 or Samantha Weil, sweil@ncjw.org or 202 375 5059
- App or Social Media: Stephanie Cohen, scohen@ncjw.org or 202 375 5061
- Donor Opportunities: Page Yarborough, pyarborough@ncjw.org or 240 509 5506
- General Questions: Jody Rabhan, jrabhan@ncjw.org or 202 375 5065