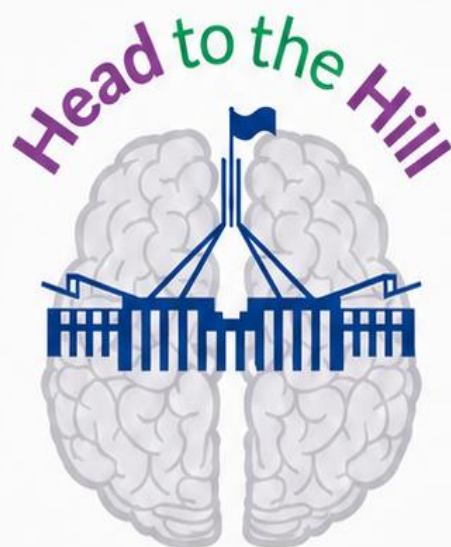
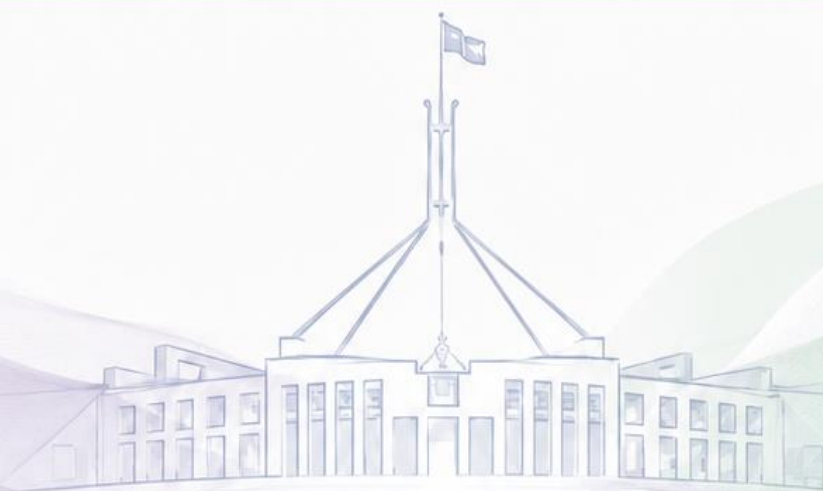




HEAD TO THE HILL 2026

Advocacy Guide

Guide 2 - Meet or Write to your MP



**Brain Tumour
Alliance Australia**

STRONGER TOGETHER

Welcome to Guide 2

Meet early. Write clearly. Be supported.

MP meetings may happen early in the journey, so this guide gives you the essentials now. You do not need to have everything perfect before you start. BTAA will continue to support you as your confidence grows.

“

A meeting is one way to advocate. A thoughtful letter is another. Both can help decision makers understand why change matters.

”



This guide has two pathways

Use the meeting pathway if you have secured or requested a conversation. Use the writing pathway if you cannot get a meeting, do not want to meet, or prefer to advocate in writing.



Pathway A: Meet

Prepare for a relaxed, respectful conversation with your MP or their staff.



Pathway B: Write

Send a personalised letter or email that shares your story and makes a clear ask.



You are not alone

If you are unsure what to say or how to follow up, contact BTAA. We can help you prepare, refine your letter or debrief after a conversation.

The Guides Focus

Everything you need for an early MP conversation or letter

This guide is designed to help you take action now while the rest of the Advocacy Journey continues to build your knowledge, story and confidence.



Prepare

Know what to expect if your MP meeting happens early.



Connect

Introduce yourself as a constituent and explain your connection to brain tumours.



Share

Use a short version of your story that feels safe and relevant.



Ask

Make one clear request linked to BTAA's advocacy priorities.



Write

Use a letter or email when a meeting is not possible or not preferred.



Follow up

Send a thank you, confirm next steps and keep BTAA informed.



This guide's action

Prepare for your conversation or send your personalised letter. If you have already made contact, use this guide to plan your follow-up.

Pathway A: Meet Your MP

Most meetings are conversations, not formal interviews

If your MP or their staff offer a meeting in August or September, you can say yes. This guide gives you a simple structure and reassurance for the conversation.

1

Meeting format

Meetings may be in person, online or by phone. All formats are valuable.

2

MP or staff member

A staff member may meet with you or brief the MP. This is still meaningful advocacy.

3

Relaxed conversation

You can bring notes, pause, and speak in your own words.

4

BTAA support

Use the briefing materials and reach out if you need help preparing.



You do not need to know every answer

Your role is to share your experience and help your MP understand why action is needed.

Before the Meeting

A little preparation helps you feel more confident

Use this checklist if your meeting is coming up soon. Do what you can — you do not have to complete every item perfectly.

Confirm the details

Time, date, location, format and who will attend.

☐

Read the briefing

Review BTAA's short issue summary and key asks.

☐

Prepare your introduction

Know how you will explain who you are and why you are there.

☐

Choose one story point

Pick the part of your experience you feel comfortable sharing.

☐

Know your ask

Decide what you want your MP to support or do next.

☐

Plan your wellbeing

Decide how you will pause, debrief or get support if needed.

☐

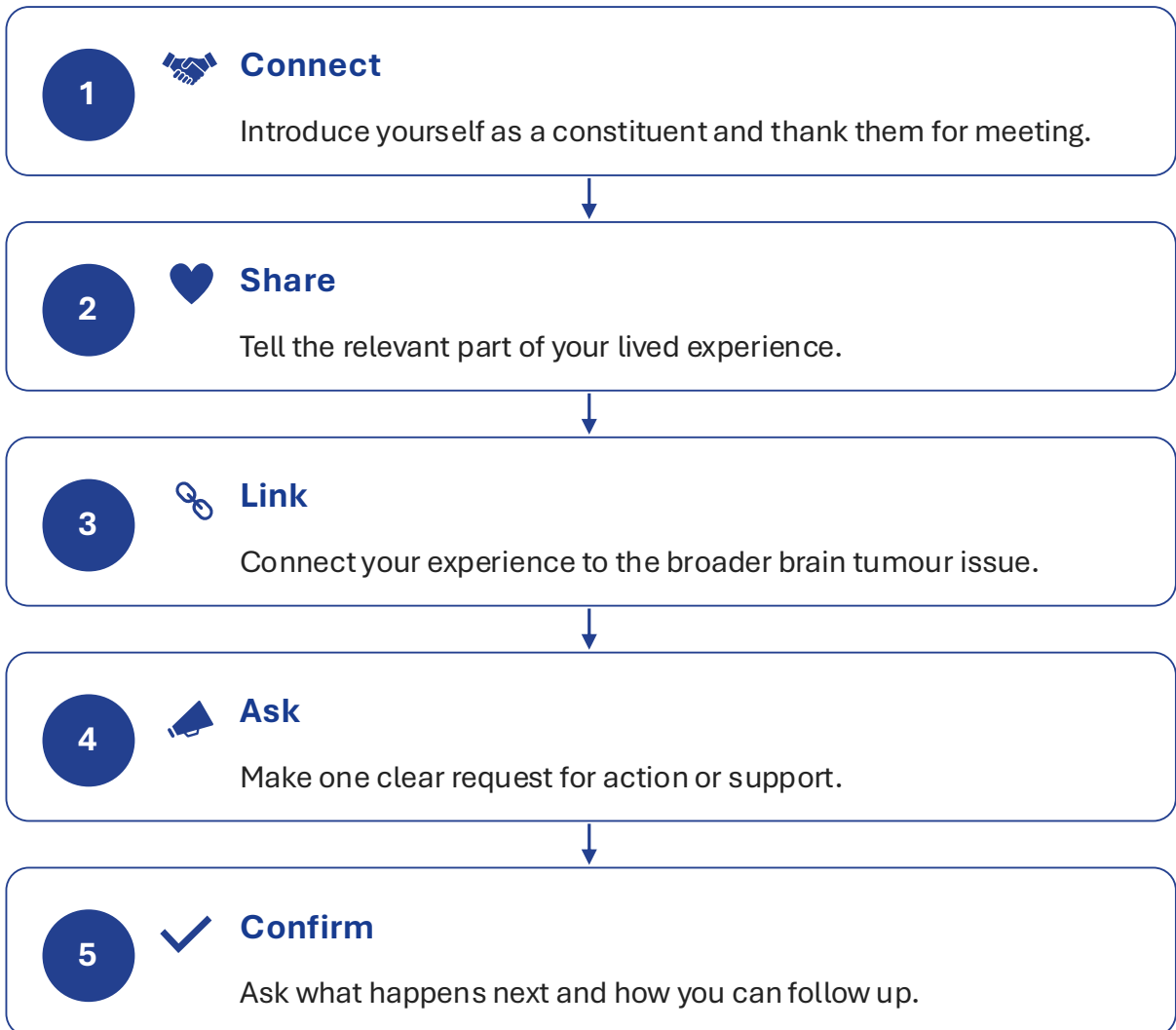
Remember

If you are meeting with another advocate or BTAA representative, agree who will speak first and how you will support each other.

A Simple Conversation Structure

Connect. Share. Link. Confirm.

This structure keeps the conversation focused while still allowing it to feel natural.



“ Thank you for meeting with me. I am one of your constituents and I’m taking part in BTAA’s Head to the Hill advocacy program because brain tumours have had a significant impact on my life and family. ”

Answering Questions

You can be honest, thoughtful and human.

MPs may ask questions because they want to understand the issue more deeply. You do not need to know every detail or statistic.



If they ask about funding

Explain why investment matters and offer to have BTAA follow up with detail.



If they ask about responsibilities

Acknowledge that health is shared across systems and focus on the need for national leadership.



If they ask for more detail

Share only what feels comfortable. You are in control of your story.



If you are unsure

Say: “That’s a great question. I’m not sure, but BTAA can provide more information.”



Bring it back to lived experience

Your story is the heart of the conversation. It helps MPs understand the human impact behind policy, funding and service decisions.



Look after yourself

It is okay to pause, take a breath, use notes or ask to come back to a question. You can step away if you need to.

Pathway 2: Write to Your MP

A letter can be a powerful form of advocacy.

If you cannot get a meeting, do not want a meeting or prefer to write, your voice can still be heard.

A thoughtful letter places your story directly in front of your elected representative.

“

A letter is not a lesser form of advocacy. It is personal, considered and powerful.

”



1. Who you are

Introduce yourself and your connection to brain tumours.



2. Why you are writing

Explain that you are part of Head to the Hill and want to raise awareness.



3. Your story

Share a concise, personal experience that shows the human impact.



4. The issue

Explain why change is needed now.



5. The ask

Request support for BTAA's advocacy priorities or a specific action.



6. The response

Ask for a reply or future conversation.



Make it personal

Writing to your MP is meaningful and effective, especially when it is personal.

Sample Letter or Email

Use this structure and make it your own.

You can copy this structure into an email or letter. Keep it respectful, personal and clear.

Subject: Supporting better outcomes for people affected by brain tumours

Dear [MP Name],

My name is [your name] and I live in [electorate]. I am taking part in Brain Tumour Alliance Australia's Head to the Hill 2026 Advocacy Journey.

I am writing to share my experience of brain tumours and ask for your support to improve outcomes for people affected across Australia.

[Briefly share your story: who was affected, what happened, and how it impacted you or your family.]

Brain tumours have a devastating impact on patients, families and communities. More investment, better access to care and stronger national collaboration are urgently needed.

I ask that you support action to improve outcomes for Australians affected by brain tumours, including support for research, care and practical services.

I would welcome a response and would be grateful for any opportunity to discuss this further.

Kind regards,
[Your name]



Attach if available

BTAA briefing document



Keep it concise

One to two pages is enough



Use your own words. Your story and your ask are what matter most.

Follow Up and Keep BTAA Informed

Advocacy often happens over more than one message

Whether you meet or write, follow-up helps build momentum and ensures your action contributes to the broader Head to the Hill campaign.



After a meeting

Send a thank-you email, confirm any commitments and share requested materials.



After a letter

Follow up in one to two weeks if you have not received a response.



If they say no

Ask whether a staff member can meet, request an online option or send your personalised letter.



Tell BTAA

Let us know when you contact your MP, receive a reply or secure a meeting.

“

A follow-up is not pushy. It is part of respectful advocacy and helps keep brain tumours on the agenda.

”



Useful subject line

Thank you for meeting with me about brain tumour advocacy / Follow-up: Head to the Hill 2026

Plan Your Approach

Use this page to decide your next step

Choose the pathway that suits you right now. You can change it later if circumstances change.

My chosen pathway

Meet / Write / Both / Not sure yet

**My MP or electorate
office**

Date I contacted them

My key message

What I am asking for

**Support I may need from
BTAA**



Need help?

Send Amanda your draft email, letter or meeting notes if you would like a second pair of eyes.

This Guide's Action

Prepare for your conversation or send your letter.

This week, take one clear advocacy step. Small steps create momentum.

1

If you have a meeting

Use the conversation structure and prepare your opening.

2

If you are waiting

Follow up the office or prepare your written message.

3

If you prefer to write

Personalise the template and send your letter or email.

4

For everyone

Tell BTAA what action you have taken so we can support the next step.



Your progress matters

You are helping build a national voice for people affected by brain tumours - whether you meet, write, share or support others to act.

Looking Ahead

Journey Guide 3: Share Your Story and Speak with One Voice

Next guide, we will focus on developing your story and connecting it with BTAA's shared advocacy messages. This will help you communicate with clarity, confidence and care.



Finding your story

Identify the part of your experience you feel ready to share.



Building your message

Connect lived experience with the issues BTAA is asking decision-makers to address.



Sharing safely

Decide what to share, what to keep private and how to look after yourself.

“

*Every story is different. Every voice matters.
Together, we create change.*

”