



GRASSROOTS ADVOCACY

How do I communicate with elected officials?

Many business owners do not realize how a simple letter, phone call, or email can influence elected officials. This is especially true if you can organize a letter writing campaign. Educating employees and other business owners about issues important to your company and industry is highly effective at initiating change.

What are some tips for communicating with elected officials?

- **Identify yourself.** Make sure the legislator is aware that you live and/or do business in their district.
- **Personalize your letter.** Elected officials need to know how the legislation will affect your business. Refrain from simply signing onto a “form letter” whenever possible.
- **Be specific.** Refer to bill numbers whenever possible.
- Ask for the elected official’s **support or opposition.**
- **Keep to the facts.** Avoid emotional arguments.
- Whenever possible, **offer solutions** to the issue being discussed.
- **Keep communication respectful.** Never threaten the official.
- Use your letterhead, sign the letter, and **provide your contact information.**
- Remember that for certain offices, the elected official is unpaid and **often has another job or has their own business.**