



Know Your Legislators

- ✓ Study, Study, Study.
- ✓ Know your legislator's party, expertise, geographical area served, and committee assignments.
- ✓ Take time to get to know your legislators personally.
- ✓ Be aware of political ideologies. It helps to research legislators' past votes and the positions taken on issues.
- ✓ Remember, locally, you are the most effective legislative advocate.
- ✓ Make sure you are the best advertisement for your industry. Be professional.
- ✓ Make sure the legislative district office receives your entire PR.
- ✓ Get to know the legislator's district staff.
- ✓ Use the district office so they think of you when they are seeking information or they need a favor.
- ✓ Invite your legislator to tour your facilities and areas.
- ✓ Extend invitations to your legislators to take part in anniversary celebrations, dedications, community festivals, parades, golf events, annual conferences and other noteworthy events. Issue additional invitations to legislative candidates during campaign years. They are especially willing to accept invitations to events that offer good exposure.
- ✓ Invite your legislator to lunch.
- ✓ Send legislators your company's brochure and include them in your VIP mailing list.
- ✓ Provide recognition and publicity for a legislator who assists your organization in working toward a goal.

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- ✓ Provide your legislator with a calendar of your agency's meeting dates and extend an open invitation to attend any meeting. Follow up with a courtesy reminder call about the meeting each month.
- ✓ Work for candidates who support legislation favorable to your industry or profession. No greater connection to your legislators can be created than through helping with their elections. Donate money. Donate time. Organize activities, stuff envelopes, ring doorbells, etc. Give legislators opportunities – both during the campaign season and during the off-season – to be present at industry or company functions and events.
- ✓ Invite your legislators to annual conferences, reception or golf outings.
- ✓ Make sure that your company is a good advertisement for the insurance industry.
- ✓ Communicate during the off-season.
- ✓ Remember **all politics are local**.