



Legislative Tips

- Know your local legislators – work to develop relationships with them throughout the year.
 - Use Tourism Day at the Capitol as an opportunity to reinforce our policy platform and continue to develop champions for tourism, realizing that our elected officials have numerous demands on their time during session and that staying engaged with them throughout the year is key to success.
 - Become a resource for your legislators. Give them the information they need to fight on your behalf.
 - Advocate from a position of fact and research.
- Stay informed of general legislative info – media coverage, general assembly website, social media, etc.
- Stay informed of GACVB’s legislative activities
 - Important – be involved in GACVB’s legislative activities.
 - Speak with one voice/same messages and keep GACVB aware of and updated on legislative activities in your community.
- Communication with Legislators in general:
 - Do not communicate with form letters
 - Always be professional
 - Say please and thank you
 - Develop “a story” in your community
 - Example: In Lula, the North Georgia Canopy Tour opened in April 2010 with the help of a grant from GDEcD. It employs 45 people and is expanding its facilities enabling it to hire more Georgians and generate more tax revenue for the state.
 - Develop a two minute “elevator speech”
 - Use a 3 x 5 card with four bullet points as a memorization tool
 - Describe what you do and how you do it well for your community
- Communication with Legislators in person by appointment:
 - Be respectful of time – do not be late or overstay
 - Introduce yourself – provide contact info
 - Be prepared – present issues in a concise manner, supplemented with written information
 - Do not answer questions if you do not know the correct answer - get back to them with info
 - Do not argue if legislator does not support current issue/request – will need them in the future
 - Follow up with written email/letter – make it short/concise
- Communication with Legislators in person with no appointment:
 - When you have the opportunity to speak to a legislator at an unplanned meeting/event (Examples: fundraisers, receptions, social events, etc.)
 - Respectfully address by title/shake hands
 - DO NOT GO INTO DETAIL ABOUT AN ISSUE
 - Answer their questions in concise manner
 - Do not address them about a problem
 - Let them know you would like to call later for an appointment

*Adapted from 2012 Advocacy 101 Training for Tourism Day at the Capitol by Sean McGinnis, Atlanta Magazine
And the Georgia Restaurant Association’s 2012 Advocacy Training by Julianna McConnell, The Preston Group, Inc.*