

Building Relationships with Lawmakers



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Stewarding the Relationship

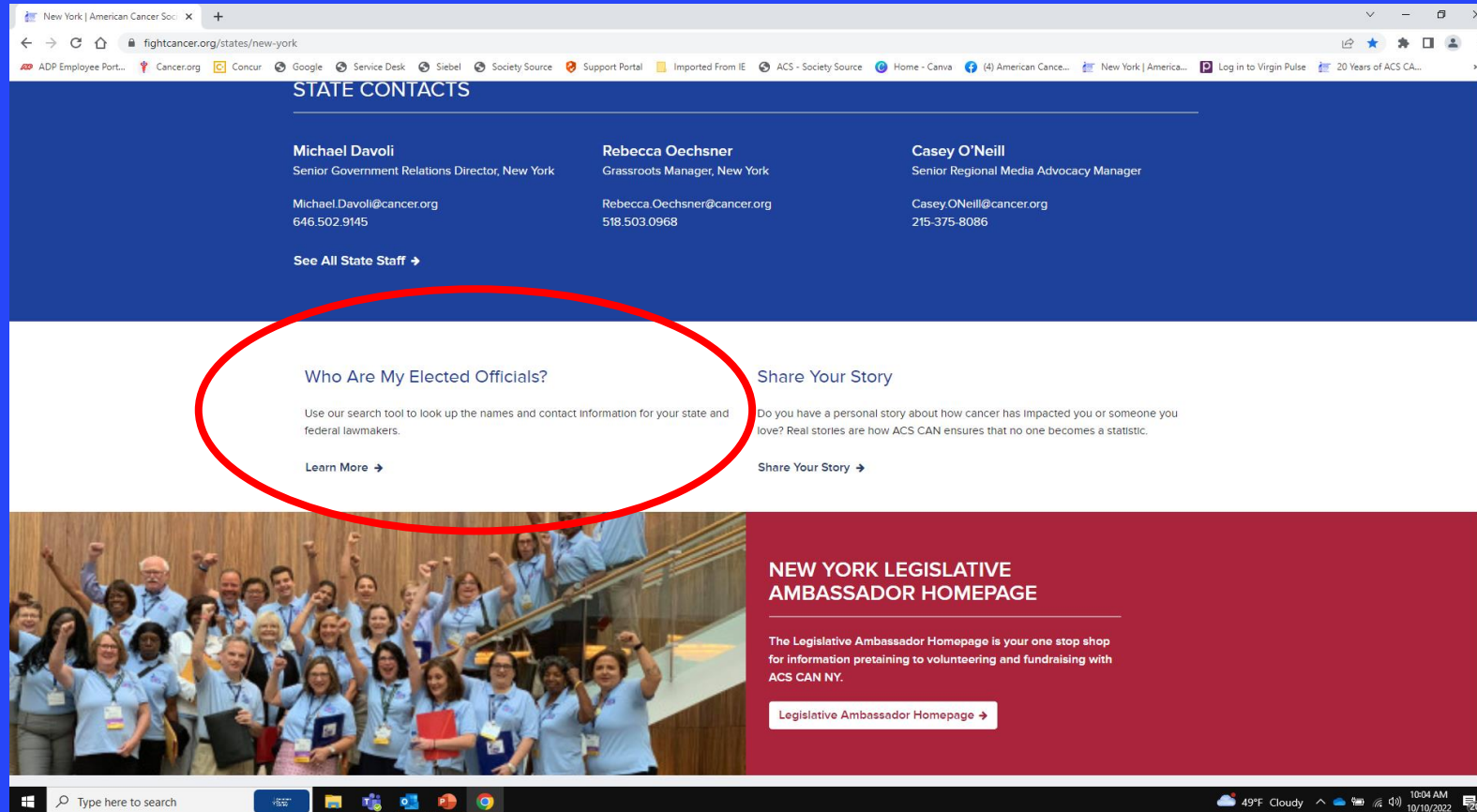


Why build relationships with lawmakers?

**Remember,
we are a nonpartisan
organization.**

Who are your elected officials?

Visit [FightCancer.org/\(your state abbreviation\)](https://fightcancer.org/(your state abbreviation))





Where to Start

Introduce yourself

Letter, email, or phone call

Let them know you live in their district

Share your story

Ask for a meeting

Do this on the local, state and federal level

Bonus Points: Introduce yourself to candidates running for office.





**Repetition
is key**

**Frequent contact with your
elected officials and their staff
is the best way to build a
relationship.**



**Always remember:
We are a nonpartisan
organization.**

**When representing
ACS CAN it is
speaking through the
cancer lens.**



Impact of Influence

Do Some Research



Get to know what makes your lawmaker tick.

- Who are their big donors?
- Do they like statistics?
- What was or still is their day job?
- What are their hobbies?
- Use this knowledge to your advantage.

Town Hall Events

Make sure you are on your representative's and senator's email lists to get invites.

Best Practices:

- Arrive early
- One clear ask
- Share a personal story
- Follow-up





Touch Points

Pick up the phone or
Send Old-Fashioned Mail

Phone Calls to Lawmakers Best Practices



One of
the most
effective
tools

Say your
name and
town

Make it
personal

Include a
specific ask

Letters and Cards to Lawmakers Best Practices



Send letters
of support
or thank
you cards

Include
your name
and town

Can
include a
picture

Share your
story

Using Media and Social Media

Best Practices



Letters to the Editor (LTE)



Submit a LTE to your local paper

Best Practices:

- Follow-up with the paper
- Send a copy to your lawmaker
- Templates provided

Media Tips

Social Media



Facebook, LinkedIn and Twitter can be great tools for an additional contact with lawmakers.

Best Practices:

- Always “tag”
- Don’t be hostile
- Use hashtags





Stewarding the Relationship

Do you already have an established relationship with your lawmaker?

- Stay connected
- Share new asks
- Reach out when you don't have an ask



Questions

Thank You