

Lawmaker Visit Resources

August 2019

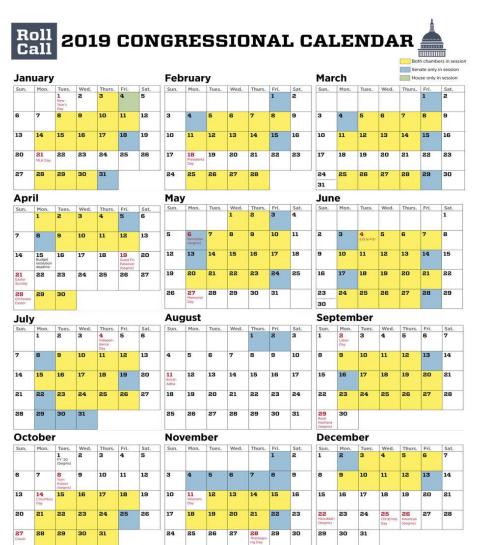
Hosting Lawmakers at Jobsites and/or Chapter Events

Objective: Achieve ABC Strategic Goal #2, Political Advocacy, Success Criteria 2.1b - Hold 70 lawmaker visits on both sides of the aisle. ☐ Will also be included in the 2020 Strategic Planning Goals. Great way to give legislators at the federal, state and local levels a chance to see the industry at work and meet employees. Serves as a valuable opportunity to reinforce personal relationships, show elected officials how their actions affect the construction industry and discuss relevant issues. Legislators enjoy meeting their constituents and ABC builds awareness of the merit shop through these productive interactions, which can also generate good press coverage.



Arranging a Visit – Things to Keep in Mind

- □ Communication is key. Clearly state the purpose of the event, along with time, location, audience and number of attendees.
- Be prepared by ensuring you understand the political issues. See the <u>2019 Recess Toolkit</u>.
- → Personal experience is a powerful asset for you and your employees.
- □ Contact ABC National Government Affairs for assistance obtaining your member office's contact information.





Be Prepared – Do your Homework

- □ Look up your elected officials and their voting records on key ABC issues <u>here</u> or by downloading the ABC Action App.
- ☐ Take action today! Respond to ABC's action alerts on the <u>ABC Action Center</u>.
- Watch ABC National's latest Legislative Updates below.





Tips on Developing Your Message

Hav	ve a single, focused message that could be conveyed in a short headline.
Stic	ck to issues most important to your members, the district or state economy, and ABC.
The	e event should be newsworthy or of particular interest to your membership and the general public.
	Ideas for visits: jobsite tour, EIC Awards, training center graduations, young professional events, state conventions
	ribbon cutting and grand opening ceremonies, fundraisers and networking events, etc.
Ask	the elected official whether they want the event open or closed to the press.
lde	ntify employees whose stories could add to the narrative of event or visit.

Media and Communications – Before the Event

- ☐ Identify strong speakers, such as the board chair or construction workers at the jobsite, who can introduce the member or share their own stories with the audience and press
- Three to five days before the event, create a media alert and share with targeted local media inviting them to attend. It's helpful to include interview opportunities in the alert, such as with the member, chapter president or select workers (ABC National can help identify proper media contacts) and send a reminder. Add alert to your website.
- ☐ Provide talking points or scripts with a run of show to speakers. Conduct mock interviews as needed.
- Use banners or podium signs with ABC branding.
- ☐ Hire a photographer or identify a team member to document the event.

Review.

Media and Communications – Day of the Event

Send an early morning reminder or call media who haven't RSVP'ed; share the list of media attending
with the member in advance.
Identify an ABC staff person who can greet any reporters in attendance and assist throughout the ever
with interviews or other needs.
If appropriate, put out a press release about the member's visit, include photos and captions once the
event concludes.
Post photos and highlights from the event on social media channels.
Share highlights and photos with ABC for inclusion in the Balanced Scorecard, Newsline or Year in



Sen. Ted Cruz (R-Texas) Visits ABC Greater Houston Member Spawglass Jobsite







ABC Pelican Hosts Texas Gov. Abbott, Republican Gubernatorial Candidates at Economic Roundtable

A <u>case study of ABC Pelican's media and</u> <u>social outreach for this event</u> is available on National Connections.



3/18/2019 0 Comments ABC Pelican Hosts Texas Governor Abbott, Louisiana Business Leaders & Republican Gubernatorial Candidates For Roundtable Discussion

BATON ROUGE, LA. – The Pelican Chapter of Associated Builders & Contractors, Inc., today hosted Texas Governor Greg Abbott during his visit to Baton Rouge. At ABC Pelican, Governor Abbott met with local business leaders and the Republican gubernatorial candidates for a roundtable and to tour the Baton Rouge Training Center. Those present highlighted the need to make Louisiana's economy competitive again.



BUSINESS

Tx. governor visits with La. contractor group to discuss business opportunities



Gov. Greg Abbott (center) visits with local business leaders and Republican candidates for governor in Louisian

By Rachael Thomas | March 18, 2019 at 8:41 PM CDT - Updated March 18 at 11:02 PM

BATON ROUGE, LA (WAFB) - Texas Governor Greg Abbott made a visit to Baton Rouge Monday, Mar. 18 to meet with local business leaders.

The governor toured the Pelican Chapter of the Associated Builders & Contractors, Inc. During a speech, he discussed how business differs in Louisiana versus Texas.

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ABC Illinois Holds Fundraiser for Members of State Legislative Black Caucus



Associated Builders and Contractors, Inc. - Illinois Chapter @ABCIllinoisChapter

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Always send a thank you note. Reiterate key points made during the visit.
Send photos to the legislator and their staff. If open to media coverage, recommend they include the visit
in their newsletter.
Send a photo with a long caption listing the participants, location and topics discussed to any media who
did not attend the event.
Promote on your own social media platforms.
Keep ABC National up to date – send a brief description of your meeting, including highlights of what
was discussed and photographs, to the following contacts.
□ Rachel O'Grady, Director of Media Relations (ogrady@abc.org)

Patrick McCarty, Grassroots Manager (mccarty@abc.org)