

Marketing

How to Include Elected Officials

Elected officials have a lot of demands on their time, but are generally willing to make time for constituents. Engaging elected officials in your Venture can be a great way to bring your cause into policy debates and to get additional publicity for your work. Below are some steps to take if you want to engage elected officials in your work.

Do your homework:

- Research the initiatives your representatives have championed so you have a better idea of where their focus areas lie. This way, you will be more well-informed when you contact them.
- If you're not sure who your state and local elected officials are, visit www.congress.org. To find your congressman/congresswoman visit www.house.gov or www.senate.gov.

Visit www.congress.org to find the elected officials in your area, and visit www.house.gov or www.senate.gov to find your state's representatives to Congress.

Make a specific request:

- Send a personal invitation to an event you are holding.
- Write a letter expressing your interest in his/her participation and support of your Venture. In the letter, ask for a meeting to discuss your Venture further.
- If legislation regarding your issue is coming up, write or call to ask your elected official's support for your cause. Request a reply to your letter.

Follow up:

- If you did not receive an answer to your requests, write or call again to get an answer.
- If you do get a response, or if your elected official attends an event, acknowledge his/her participation and support with a thank you letter.

More YV Tip Sheets

Check out these additional YV Tip Sheets:

- [Reasons to Include Elected Officials in Your Venture](#)