

Marketing

Reasons to Include Elected Officials in Your Venture

Many elected officials are well-known and well-respected members of the community. They have power and influence and their support could be very helpful to your Venture Team. They will likely have contacts with other community leaders, businesses, nonprofits, and potential funders who may be beneficial to your Venture. Depending on your cause, and their position, they may also be able to support your work through government legislation.

An elected official may want to become involved in your Venture for publicity or to show his/her support for your cause. You have a lot to offer as a youth-run organization working for change. Candidates for elected office might also want to lend a hand in exchange for a photo opportunity and the chance to know more community members.

Even if the elected officials in your area are unable to physically attend events that you're hosting or meet with you personally, they still may be able to show their support in other ways. For example, he/she may be able to provide sponsorship, public service announcements, personal support letters, or staff attendance at an event.

MORE INFO Always remember to send thank you notes to all of the elected officials who support your Venture in any way. You'll be glad you did next time you ask him/her to get involved.

More YV Tip Sheets

Check out these additional YV Tip Sheets:

- [How to Include Elected Officials](#)
- [Business Letter Template](#)