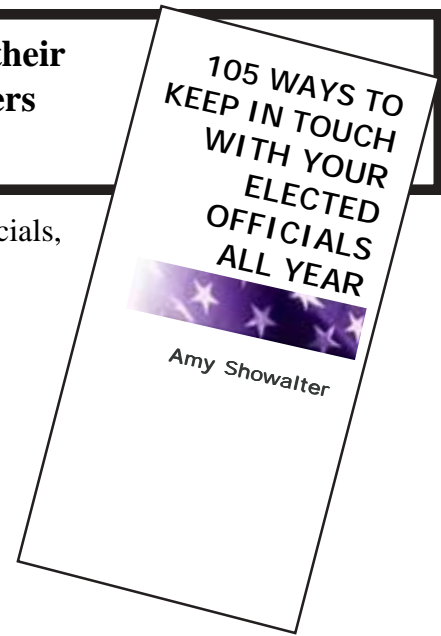


Do wish your grassroots advocates would stay in touch with their elected officials *all year*, not just when it's time to write letters or make phone calls about your legislative issues?

If your grassroots program participants regularly keep in touch with their elected officials, read no further. If not, your members and/or employees need our publication, **“105 Ways to Keep in Touch With Your Elected Officials All Year”**.

“Our Key Contacts and Ambassadors loved the “105 Ways” resource. They said it gave them great guidance on how they could continually stay in touch with their legislators. In fact, we are integrating it into our program strategy by using certain tips as quarterly “assignments” for our Key Contacts and Ambassadors.”

— Susan Goodman
Director, Legislative Awareness
Southwest Airlines



The legislative process orbits around relationships. Fair or unfair, certain voters get more attention from elected officials than others do. To build trust, your advocates must be more than legislative “pen-pals”.

One of the most common laments I hear from advocacy group leaders in associations, nonprofit organizations, and corporations is: “Amy, how can we spur our members/employees to keep in touch with their legislators all year?” One of my responses was to create my “Constituent Contact System”SM training workshop. Because your volunteers need reinforcement from these tips, I wrote a booklet to help grassroots advocates build positive working relationships with their elected officials.

The booklet shows your grassroots and/or PAC participants how they can keep in touch with elected officials *beyond* calling or writing their elected officials to vote “Yes” or “No” on your issue, attending a fundraiser, or making a political contribution. The booklet includes information on *how* and *why* each activity helps to build a positive working relationship with their elected officials.

“105 Ways” can be customized to include your specific legislative issues and industry language. Please call us for more information.

“105 Ways to Keep in Touch With Your Elected Officials All Year” can be used as a:

- ◆ Gift to new association members
- ◆ Gift to new grassroots program/PAC members
- ◆ Gift to new Key Contacts/Grassroots Team Leaders/PAC Board members
- ◆ Thank you to your active grassroots volunteers/PAC members
- ◆ Bonus to your existing training curriculum
- ◆ Incentive gift to members for completing a survey

To Order

Custom imprinting is available for a minimal fee. If you would like to have your organization’s logo printed on the front cover of the booklet, please send camera ready art to us with your order or send via electronic file to Nora Rubinoff at: nora@showaltergroup.com Quantity discounts are available.

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