**RAISE YOUR PROFILE WITH**

**YOUR ELECTED OFFICIALS**

* *Education – learn the names /faces of your* ***own*** *elected officials (local, state & federal) AND of those who* ***Chair*** *or who are on the important Committees*
* *Learn the Legislative Calendar- no sense discussing a $$$ issue after the budget passed*
* *Know your audience – dress, act and speak accordingly. For dress codes, when in doubt dress “up” in a professional manner (exceptions)*
* *Message - Know your message and stick to it – the overall goal is that by the time you leave, the elected official knows why you came*
* *Brevity – Be able to express your point in 1-2 minutes. You may have a ½ hr. meeting and instead wait 20 minutes and learn it has become a walk to Session or another meeting*
* *K.I.S.S.– no one understands the field the way we do; FOCUS on key elements which are easy to understand – assume they know nothing!*
* *Passion – if you are passionate they will be (or at least remember the issue or you!)*
* *Remain positive – let them remember a competent, cheerful, concise and respectful voter*
* *Don’t Argue! Do not argue or contradict – always be respectful of their viewpoint. Instead, “show them the light” through reason, education, etc…*
* *Be remembered – (not for the remnants of lunch left in your teeth!) tell a tragic, heartwarming or funny story or anecdote which conveys your issue*
* *Respect Staff - treat them as you would treat the official. In most cases they are the primary persuader (and the one with the ear of the official during lunch & dinner)*
* *Regularity – Become a familiar face & the expert they call with a question. Become known on a first name basis!*
* *Bring a camera –make a copy and enclose in your thank you note; use it in a newsletter (yours or theirs) or to sell later on EBAY when they become Governor or President!*
* *Send a thank you note – this is a reminder of the issues your discussed and acts as a 2nd or follow-up meeting*

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