MEETING WITH ELECTED OFFICIALS

Find links for looking up who your Congressional Members are, contact information and Member Guides at www.congress.gov/members.

Before the Meeting

It is best to work on setting up the meeting as far in advance as possible. When contacting a Congressional office, whether in the district or Washington D.C., begin by introducing yourself as a constituent and ask to speak with the scheduler. Some schedulers may require all meeting requests in writing via fax, email or online form. The scheduler will want to know your preferred time and will ask for a brief overview of what issue(s) you would like to discuss. You can read the NAA's Public Policy Agenda using the Advocacy menu at auctioneers.org to view the association's current legislative and regulatory priorities.

Keep in mind that the Member may not be available so be ready to meet with staff. You will usually have only a short time to go over your issue (10-15 minutes), so prepare in advance to make sure that your "pitch" is clear and concise.

At the Meeting

Prior to your appointments for Day on the Hill, the NAA will provide brief training to help attendees become more familiar with key issues impacting the auction industry. The NAA will also provide professional collateral materials that you may use as a reference and leave with Congressional Members and/or staff at your Hill visits.

Be on time! Once there, give a brief introduction of who you are, what your company does and where it is located. Mention any appropriate professional affiliations (e.g. NAA, state associations, etc.) as well as any relevant connections (e.g. mutual friends).

When making the ask, describe the issue of concern and how it will affect you, your business and your industry. Be prepared to answer questions, but if you do not know an answer, let the Member or staffer know that you will follow-up with an answer. Do not answer anything you're unsure about.

Before leaving a meeting, make sure to trade business cards for later follow-up. Leave behind the collateral materials for staff to review and share with the Member.

After the Meeting

When you return from a meeting, make sure to follow-up with a thank-you letter. This should include your position on the issue(s) discussed, answers to any questions and promised outcomes made by the staff or Member.

Ongoing Communications

- <u>By Phone:</u> Especially effective for receiving immediate feedback. Have precise talking points that can quickly but effectively identify the issue and your position. Keep calls brief (less than five minutes). Follow-up calls with a thank-you note reaffirming your issue.
- <u>By Email:</u> Especially effective for convenience. Emails should include full contact information, including mailing address. Use a professional email address when possible and appropriate. Follow the same steps you would for writing a letter – keep it professional and formal.
- <u>By Letter:</u> All letters should be printed on personal or company stationary, with your name and return address clearly visible, and proofread before sending. Letters should not exceed one page and should include the purpose within the first paragraph. Provide factual but personal support throughout the rest of the letter. Make sure to include the bill number when appropriate and conclude it by thanking the Member for his or her consideration.

SAMPLE MEETING REQUEST

Subject: Constituent meeting request for DATE

Dear NAME:

I am writing to request a meeting with Representative/Senator NAME on DATE at SUGGESTED TIME. I, along with NAME(S) OF OTHER GUESTS, are constituents and auction professionals who would like to discuss ISSUE(S) and the impact IT/THEY would have on those like me LIVING/WORKING in STATE.

If you have any questions, please feel free to call or email me at any time. I look forward to hearing from you soon.

Thank you,

Name
Company
City, State
Phone Number