

How to talk

to be heard by Texas Lawmakers!

Talking to a lawmaker is one of the most important functions of our advocacy! It may only take a few calls, discussions, or letters to get an important issue that impacts franchised dealerships on your lawmakers' radar.

Do Your Research!

- Visit lawmakers' websites to learn a little about them, like what profession they are in, & which committees they serve.
- Utilize the TADA Member Toolkit on the website for industry messaging & talking points to aid in advocating the most important info to your lawmakers.
- Always know who represents you.

Meet in Person

TOWN HALLS

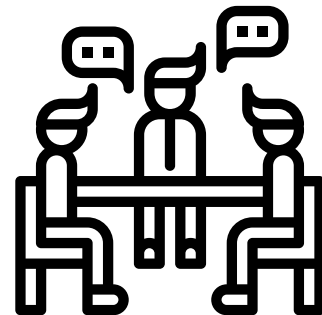
- Attend a town hall meeting or legislative forum. Come prepared with a question & be sure to introduce yourself.

REGIONAL ROUNDTABLES

- Join TADA in meeting with your elected officials & personally tell your story.

PERSONAL MEETINGS

- Schedule in-person meetings in your community. Bring your colleagues & get to know your legislators on a personal level.
- Host legislators at your dealerships. Show them why it's important that they support the franchise laws & dealerships in their district.



Write a Letter

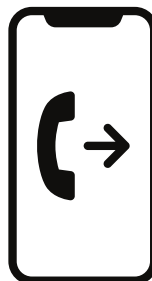


Give lawmakers context on the issues franchised dealers face by personally writing to them & being a resource for more information.

Hearing from their constituents makes the outreach more meaningful & easier for them to remember.

If you're feeling tongue-tied, use the TADA talking points for messaging reference.

Make a Call



Simply pick up the phone and call your legislator's office. Say hello and build a relationship.

You may reach a legislative staffer, but that is OK! It's just as important to connect with them too.

Pro Tips

- **BREVITY IS BEST** - Be brief & prepared! Legislators are busy, but still want to know your thoughts. Keep your meetings, emails, and phone calls short & sweet.
- **BE FIRM & COURTEOUS** - Ask what their positions are on the subjects you're meeting, writing, or calling about. Then provide tidbits of education on the issues respectfully.
- **DO NO HARM** - Answering with a "Let me get back to you on that" is always acceptable, but remember to follow up!



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How to Host

a lawmaker and make it effective!

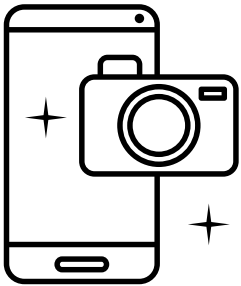
Your elected representatives are always looking for opportunities to see and be seen in their community.

Franchised Dealerships are perfectly situated to host lawmakers for tours, lunches, or even press events.

Quick Tips

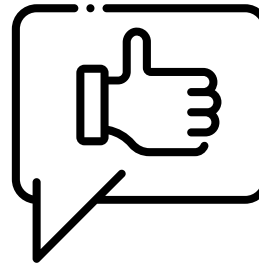
1. Invite them to visit your dealership.
2. Use the TADA Member Toolkit to your advantage!
 - a. During the visit, show the TADA Presentation to Lawmakers slide deck.
 - b. Give them copies of the TADA One Pagers.
3. Take pictures & videos!
4. Thank them publicly & consistently.
5. Post on social media & always tag them with their social handle.

Take Pictures & Videos



- High resolution photos are a must for social media.
- Coordinate a time during the tour or event specifically for pictures.
- Make sure the lawmakers and/or their staff have access to the photos so they can also distribute them in campaign efforts or in constituency newsletters.

Thank Them Publicly

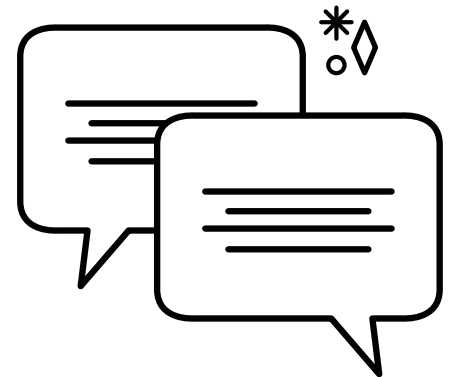


- Invite your local media partners to the event and/or issue a press release.
- Thank the lawmakers for their time, and their willingness to support franchise laws & their local franchised dealerships.
- Send out newsletters with your pictures & outline the events of the day.

Post on Social Media

- Use your social media to thank the lawmakers for attending your meeting or tour.
- Use the sample social media posts and talking points on the TADA website for specific issues you want to mention.
- Always tag the lawmakers and use the hashtag **#txlege** to get attention from the entire legislative community.

"@TexasFranchisedDealer thanks @RepresentativeSmith for their dedication to our industry & taking time to meet with us. We proudly employ 100's of District # constituents & we're honored to partner with you to continue serving our community. #txlege"



Pro Tips

- Tell lawmakers what you're doing in the community. Explain the benefit that franchised dealers bring to their districts.
- When hosting events, get all of your employees involved. Take pictures of the lawmakers with as many employees & their constituents as possible to show how strong the franchised dealer community is!



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