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# LITTLE BLACK BOOK OF LEGISLATIVE SUCCESS

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**NOT  
SECRET**

[WWW.PPAILAW.ORG](http://WWW.PPAILAW.ORG)

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## Introduction

*The Little Black Book of Legislative Success*, first launched at PPAI's 2009 RAC Leadership Development Workshop, offers you:

- Statistics you can use when advocating on behalf of the industry
- Guides to contacting political officials during different legislative seasons
- Strategies to employ when addressing political officials
- Directions to other online advocacy resources

If you have any questions regarding the information presented in the resource, need help establishing a legislative committee, or lack the resources to advocate for the industry at the state or national level, please don't hesitate to contact PPAI's Public Affairs or Regional Relations Departments.

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## **FEDERAL**

U.S. Senate: [www.senate.gov](http://www.senate.gov)

U.S. House of Representatives: [www.house.gov](http://www.house.gov)

## **National Stats\*\***

Promotional Products Revenue: \$15.6 Billion

Total Promotional Products Companies: 32,435

Industry Jobs: 465,441

## **WISCONSIN**

Legislature: [www.legis.state.wi.us](http://www.legis.state.wi.us)

Meets: Annual - All year

## **State Stats\*\***

Promotional Products Revenue: \$1.4 Billion

Total Promotional Products Companies: 596

Industry Jobs in this State: 12,469

\*Dates are approximate, check website

\*\*Estimated

## How To Be Legislatively Active

1. ***Be aware*** of your state and national political process
  - Check your state information at [www.ppailaw.org](http://www.ppailaw.org) often
  - Know who represents you at the state and national levels by checking your state legislative website and then go to “Find my Legislator” or “Who Represents Me”
  - Read, respond, and forward Action Alerts
  
2. ***Influence*** the political process by building relationships
  - Know your legislators’ interests and activities.
    - ... Are they part of a political party? On what platform did they run their campaign? Are they part of any committees that have special jurisdiction over some aspect of the industry?
  - Contact your legislators regarding policy
  
3. ***Stay connected*** with your clients, associations and industry contacts
  - Forward Action Alerts onto other members and ask them to act
  - Share what you learn with industry contacts
  - Be supportive of your Association’s Legislative Committee

## Contacting Your Legislators

### During Session

1. Personal visits—small or large groups
2. Personal e-mails or letters (see samples from PPAI)
3. Phone calls made directly to the offices
4. Postcards or letters that are part of a letter campaign
5. Hold an event, an information session, reception, etc.

### Off Session (when the legislature is not in session)

1. Off-session time should be focused on **CREATING A RELATIONSHIP** with your elected officials and learning about upcoming legislation
  - a. Contact their capitol or district offices to learn about their schedules
  - b. Set up an in-person meeting either at their office or coffee shop, attend one of their events and introduce yourself afterward, or invite the official to a site visit or possibly to speak to your association
  - c. When you meet them make sure to have:  
business cards, a promotional item, industry information and your elevator speech prepared and rehearsed
  - d. Offer yourself as an industry and small-business information resource
  - e. Offer your promotional products services
  - f. Write a hand-written thank you note and include your business card

## What To Say

Three C's of lobbying: be **concise, credible, and cordial**.

1. **Concise:** Tell them who you are, why you are contacting them, make your case and be specific about what you want them to do.
2. **Credible:** Remember to reference the legislation you are concerned about with statistics and facts supporting your position. While this will maintain your credibility, don't forget to include personal stories, which can make a unique impact.
3. **Cordial:** Be polite throughout all communication and remember to thank them for their time and consideration.

## Glossary

**Action Alerts**—e-mail alerts that request action

**Advocacy**—pursuit of influencing an outcome

**Constituent**—a citizen who is represented in a government by officials for whom he or she votes

**Legislation**—a proposed or enacted law, or group of laws

**Legislative Session**—the period that the legislative body meets and actively votes

**Legislature**—an organized body having the authority to make laws (state level)

**PPAILAW.org**—PPAI's website for info about federal and state legislation

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This booklet is designed to offer guidelines and suggestions. It is by no means an exhaustive or complete resource. Statistical information in this booklet was drawn from the 2009 Sales Volume Estimate, the PPAI Membership and UPIC Directory.

**+ Please note – numbers used are estimates only.**