Advocacy Toolkit

Engaging with your elected official, whether Member of Congress, Mayor or other local elected official, is an opportunity to demonstrate that the local workforce board plays a pivotal role in addressing our nation’s issues of competitiveness in the global marketplace. We must invest in our workforce; economic competitiveness begins and ends the local workforce board.

- **How to Take Action**
  - How to find your elected officials
  - Invite elected officials to your job center
  - Send
  - Engage over social media
  - Locate and Attend Event
  - Follow up

- **Suggested Talking Points**

**How to Find your Elected Officials**

- Identify your local, state, and federal elected officials:
  - Search for your mayor by name or by city on the National Conference of Mayors website.
  - Find your governor’s website in the National Governor’s Association database.
  - Identify your state legislators by clicking here.
  - Contact information for your U.S. Senators and U.S. Representatives is available on their websites, or you can reach their office by calling the U.S. Capitol Switchboard at (202) 224-3121.
  - Remember, telephone calls are usually answered by interns and staffers, not elected officials. Please be sure to identify yourself and ask to speak to the staffer associated with the policy issue or legislation that you’re calling about.

**Invite Elected Official to Your Workforce Board**

Having your elected official visit a local job center, attend job fairs, employer roundtables or board meeting is essential to building support for your efforts. Site visits can help to foster relationships that will benefit your program or years to come. Here are some tips that can help to make your upcoming visit a great success.

- Send a formal invitation and don’t be afraid to follow-up on the invitation until you get an answer
- Choose the right event and location for the visit
• Invite external validators such as employers and community partners to participate in the visit. Elected officials will want to know how the investment in the workforce board impacts the local economy.
• Confirm whether the visit will be open or closed to press.
• Highlight the connection between federal funding and the impact your program has on the community.
• Offer some “Workforce Board 101” both at the visit and with briefing materials to the elected official and staff in advance of the visit.

Ideas for Letters to the Editor

When submitting a letter to the editor, consider the following tips:
• Your letter should be 500 words or less, and include your name, address, and phone number. Your contact information will not be published.
• Make it personal - including your unique story and perspective will increase the likelihood of your letter being published.
• Submit your letter to the editor of your local paper in a timely fashion and ensure that it is relevant to a recent event or activity that occurred in your community.

Locate & Attend a Public Event

• Find out where your elected officials are planning to make appearances in your community.
  • Check their websites, Facebook and Twitter accounts
  • Check the local newspaper
  • Sign up for their newsletter or email alerts

• Get a group together to attend an event, rather than attending on your own, which will minimize any intimidation you might feel. Plus it is fun!

• Take a picture or a video! Make sure to take photos. You can also video record your question to get the answer on the record!

• Facebook it, Tweet it, Instagram it! Elected officials know the importance of POSITIVE social media and enjoy the exposure. Be sure to post on Facebook and tweet about the meeting with photos and video. Make sure the content gets to the office of the elected office so they have a chance to share.

Engage via Social Media

• Tips
  • To gain more exposure, include pictures, video and links in your Tweets, Instagram, and Facebook posts.
  • Tweet directly at your elected officials, and search Twitter to ensure that you’re using their correct handle.
• Use hashtags that are relevant to your posts, i.e.
• Don’t forget to tag in your posts!
• Limit your tweets to 140 characters.

• Reach out to bandstram@nawb.org for personally crafted tweets specific to your meeting

Follow up from meetings or events

• Advise NAWB of any advocacy activity.
• Send a thank you note to your elected official
• Add the elected official and key staff to your newsletter mailing list.
• Complete the DRAFT news release on your organization’s stationery and send the release along with photos to local news organizations.
• Post the same information on your organization’s website and Facebook page.
• Share information from your visit to all members of the workforce board and staff

Suggested Talking Points

Thank you for your support of our communities education and workforce system.

The mandate of the workforce system is clear: continue to provide American companies and job creators with a skilled workforce capable of advancing ingenuity and innovation. As the hub of the entire system, workforce boards help provide the analysis on trends in skills needed now, and what might lie ahead.

At a time of global uncertainty, unparalleled technology, and a keen focus on job creation and economic stimulus, the workforce boards are more important than ever.

Impact

1 in 12 American workers will touch our system, seeking a wide array of support to become and stay employed.

<<ADD IMPACT STORY SPECIFIC TO YOUR WORKFORCE BOARD>>

Was an employer able to expand or get more work because of your work?
What class “graduated” or what’s new happening at the AJC?
Share have an example of where Federal dollars made the difference in a project happening or not happening?

Asks
Fully fund workforce development titles at levels prescribed in WIOA, while ensuring workforce boards can continue to leverage all federal investments in skill development.

Maintain the critical role of local workforce boards by rejecting language that would give Governors the right to unilaterally control workforce funds at the state level – a major departure from Congressional intent.

Integrate the workforce board system into major legislation, including entitlement and education reforms, infrastructure and trade packages, or other critical issues whose outcome is job creation and economic growth.