

*Leading*Age™

*Indiana*

*inspire. serve. advocate.*

**POLITICAL ACTION & ADVOCACY  
TOOL KIT**

**UNITED VOICES | PROVEN SUCCESS | INCREASED OPPORTUNITIES**

# GRASSROOTS ADVOCACY

## WELCOME LEADINGAGE INDIANA ADVOCACY AMBASSADOR!

**3** Very important political action & advocacy planning steps to take for success.

- 1) Educate, educate, educate yourself on issues affecting the long-term healthcare industry. Review available resources regarding grassroots lobbying and election activities participation [here](#).
- 2) **MAKE A CONTRIBUTION TO \*LAIPAC.** *A secondary to Education because understanding the issues/regulation and effectively communicating your thoughts and concerns to elected officials is vital. Once we accomplish this, we use resources from LAIPAC to support candidates who are supportive of our needs.*
- 3) Take the necessary steps to meet with and educate local policy makers on the issues, roadblocks and successes of your community's operations. Meeting at your location, back home in their districts, where they can see/feel the impact of how legislation affects their constituents.

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**Whether you are just beginning to maneuver in the advocacy arena, or a seasoned veteran, your involvement in grassroots advocacy is important to the overall success of our mission to bring increased awareness and understanding of our needs to Indiana's policy makers.**

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### Michael Rinebold

LAIN, President/CEO  
LAIPAC Treasurer  
317.733.2380 ext. 2003

[mrinebold@leadingageindiana.org](mailto:mrinebold@leadingageindiana.org)

### Tina Bowman

LAIN, Director of Grassroots & Advocacy  
LAIPAC Custodian of Records  
317.733.2380 ext. 2010

[tbowman@leadingageindiana.org](mailto:tbowman@leadingageindiana.org)

**\*LeadingAge Indiana political action committee (LAIPAC)** is the political action committee administered by LeadingAge Indiana that supports Indiana's state-level elected officials.

*Contributions to LAIPAC are voluntary, not tax deductible and will be used for political purposes. You have the right to refuse to contribute without reprisal. Any contribution amount provided is merely a suggestion. LeadingAge Indiana facility members that are 501 (c)(3) nonprofit organizations cannot contribute to a PAC, donate nonmonetary items, sponsor events, allow staff to volunteer at events (unless it is on their own time) or pay registration fees for events.*

## STEP ONE — EDUCATION IS KEY

### STAY INFORMED.

- 1). Dedicate time each day to catch-up on local, state and national news.
- 2). Familiarize yourself with demographics and dynamics of the state and federal legislative district you live and work in.
- 3). Sign up to receive e-newsletters from your state and federal elected officials.

### RESOURCES

- 1). LeadingAge Indiana website Facebook, Twitter and E-News
- 2). LeadingAge National: Website, Social Media, E-mail Alerts
- 3). **ISSUE BRIEFS | WHITE PAPERS | RESOURCE DOCUMENTS**

### Starting Point...

Sign up to receive your elected official's e-mail news updates.

#### FIND YOUR LEGISLATOR HERE:

- Indiana General Assembly MAIN:  
<https://iga.in.gov/>
- State House and Senate MEMBERS:  
<https://www.indianahouserеспублиcans.com/>  
<http://indianahousedemocrats.org/>  
[www.indianasenaterеспублиcans.com](http://www.indianasenaterеспублиcans.com)  
<https://indianasenedemocrats.org/>
- District MAPS:  
[https://iga.in.gov/informationenate\\_district\\_map/](https://iga.in.gov/informationenate_district_map/)  
[https://iga.in.gov/information/house\\_district\\_map/](https://iga.in.gov/information/house_district_map/)
- Indiana's Congressional Delegation:  
[Click Here](#)

Partnering with LeadingAge National is the best way for us to share resources on important federal issues and regulations.

#### FIND USEFUL RESOURCES HERE:

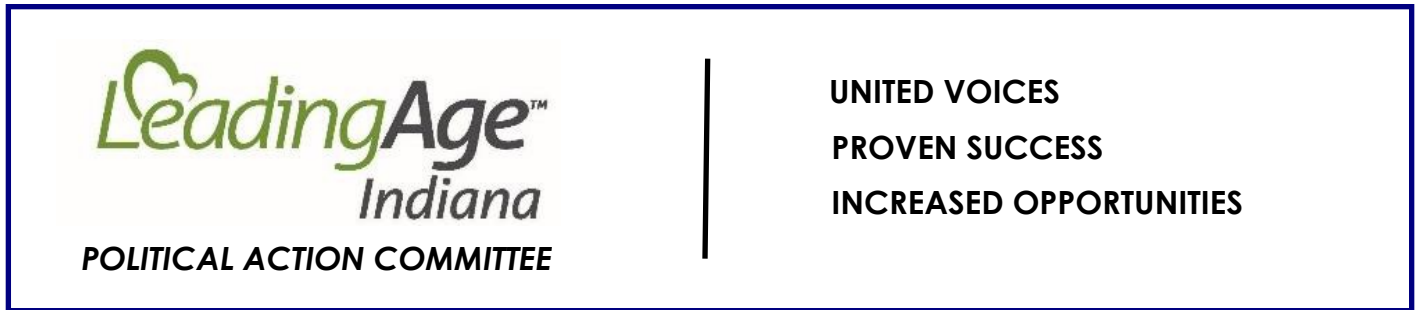
- Policy Positions:  
<http://www.leadingage.org/policy-positions>
- Breaking Advocacy News:  
<http://www.leadingage.org/news/breaking-advocacy-news>
- Regulatory information:  
<http://www.leadingage.org/regulatory-information>
- Grassroots (LA National Resources):  
<http://www.leadingage.org/grassroots>
- Guiding Principals for Non-Profits:  
<http://www.leadingage.org/grassroots/election-2018-guiding-principles-nonprofits-and-residents>

## STEP TWO — MAKE A CONTRIBUTION TO LAIPAC

The LeadingAge Indiana Political Action Committee (LAIPAC) is the non-partisan political action committee administered by LeadingAge Indiana on behalf of its members.

You can make your contribution here:

### Make A Contribution



#### WHAT IS A POLITICAL ACTION COMMITTEE?

A group of people with common goals that collects money to contribute to candidates running for public office.

#### WHY IS MY INVOLVEMENT IMPORTANT?

Our combined efforts help provide the resources to elect candidates who support issues that matter to us.

*Together, we help elected officials remain in a position to assist on legislation and regulatory issues that affect the way we operate.*

- **SMART INVESTMENT.** Your PAC contribution is one of the most important investments you can make to protect the future of senior care.
- **HARD WORKING.** Your individual contribution works harder and goes farther if pulled together with hundreds of other senior care employees, administrators and owners.
- **AT RISK.** Candidates who support the issues important to us are at risk of not being elected without adequate financing. If they lose their election, we lose a voice and seat at the table for debating the issues.

***If they don't win, we may lose...***

**WHO CAN CONTRIBUTE?** Individuals, corporations, LLCs; click [here](#) for more information.

*Protecting Indiana's continuing care retirement communities, senior housing, nursing facilities and hospitals.*

## STEP THREE — MEET WITH ELECTED OFFICIALS

Hosting elected officials at your community is an excellent way to share your story and participate in the legislative process. Elected officials depend on the experts — YOU — to educate them on issues that are important to the industry.

### STEPS TO TAKE TO PLAN A VISIT

- Contact LeadingAge Indiana
- Research available dates
- Send an invitation letter
- Prepare your organization
- Develop a fact sheet
- Coordinate media relations
- Create a schedule for staff
- Pre-plan a facility tour
- Send thank you letter

### TOOLKIT RESOURCES

#### CONTACT LAIN

- SAMPLE INVITATION LETTER
- ORGANIZATION PREP GUIDE
- SAMPLE FACT SHEET
- SAMPLE MEDIA ADVISORY
- SAMPLE PRESS RELEASE
- SAMPLE SCHEDULE
- SAMPLE THANK YOU LETTER

#### HELPFUL HINTS/THINGS TO REMEMBER:

- Contact LAIN and consider us a partner in hosting a successful visit. We can help identify date options, issues topics and information, contact assistance and visit participation.
- Preparing your organization is important so be sure to include your staff, board and residents. Inform all and post information about the visit throughout your facility. Ask some to share comments during the visit.
- Be sure to include a tour with the visit. Visit an exercise class or activity session. Show off your dining room, and other areas you want to showcase.
- Take pictures throughout the visit and welcome interaction throughout the tour.
- Always allow time for the Official to make comments at the beginning, middle or end of the tour.
- Thank you letter is a must.