EFFECTIVE GRASSROOTS ADVOCACY:  
QUICK TIPS FOR SUCCESSFUL LEGISLATIVE CONTACTS

PERSONAL VISITS

Personal visits are the most effective and powerful way to communicate with your legislator. They present a rare opportunity to convey your message directly to your legislator and build a lasting relationship.

PERSONAL VISIT DOs:
- DO identify yourself as a constituent.
- DO explain your position on a bill or issue.
- DO stay on message.
- DO use personal stories.
- DO ask for their position and assistance.
- DO thank legislators for their time.

PERSONAL VISIT DON’TS:
- DON’T discuss unrelated issues.
- DON’T let them change the subject.
- DON’T discount a meeting with legislative staff.
- DON’T ever lie, exaggerate or bluff.
- DON’T overreact or be rude.

WRITTEN COMMUNICATIONS

Personalized letters and e-mails are also effective. They are not time consuming, yet they clearly document your position and are likely to receive a response.

PERSONAL LETTER DOs:
- DO state that you’re a constituent and include your address.
- DO state your support or opposition by bill number or issue area.
- DO ask for their position and/or assistance.
- DO personalize your letter.
- DO keep it brief.

PERSONAL LETTER DON’TS:
- DON’T copy sample/template letters verbatim from the association.
- DON’T send a form letter or preprinted postcard.
- DON’T be condescending, degrading or threatening.
- DON’T lie, exaggerate or bluff.

PHONE CALLS

Phone calls are a quick way to communicate. They are good for conveying your message when time is of the essence.

PHONE CALL DOs:
- DO identify yourself as a constituent.
- DO state your position by issue or bill #.
- DO request their position/assistance when speaking with the legislator or staff.
- DO call during business hours.
- DO keep it brief.

PHONE CALL DON’TS:
- DON’T demand to speak with a legislator.
- DON’T stay on the phone too long.
- DON’T lie, exaggerate or bluff.
- DON’T be threatening or discourteous.
- DON’T read a phone script verbatim.
- DON’T stray off message.