



How To Hold A Tour For Your Legislator

To gain greater exposure for the programs and work done by your district, as well as the issues your district faces, you may consider organizing a local tour expressly for your legislator and/or other local elected officials. Developing a separate event for these officials will allow you to:

- Spend time with legislators in a one-on-one exchange, offering the member greater insight about your operations, your constituents, and your impact on the economy, education and environment!
- Present information about pending legislation, regulations or other issues that will be of particular interest to government leaders!

The officials invited to this event may include federal representatives and/or aides, state representatives and senators, the mayor, city council members, county commissioners and school board members. Note that this audience will be keenly interested in your district's accomplishments. These officials look for success stories such as yours to reference as they seek to attract new businesses, educational opportunities, and environmental benefits to the community or to promote these as strengths of the county.

Because the attendees at this function will be of VIP-status, it is important that Board Members, key staff and other important officials within your organization be actively involved in the event.

The following is a check list for planning your event. The OFSWCD can offer additional assistance with this type of event or connect you with a district which has conducted such tours in the past!

Public Officials' Tour

Checklist

*(Please note: these are suggestions only and may not cover every idea or issue!)

Phase 1: Initial Planning

- Form an event planning committee.
- Choose dates and times for event.
- Determine format of program (Board/District Administrator work together develop invitation, program outline, introduction, tour, and program demonstration or story sharing!).
- Assign tasks related to format (roles, develop team to conduct demonstration / share program material, etc.)

Phase 2: Pre-Event Planning

- Plan event schedule (what time will officials arrive, length of welcome reception, program sharing, etc.).
- Develop invitation and forward to officials (make sure to include RSVP card or phone number to aid in planning).
- Develop presentation script and support materials, as applicable (slides, overheads, easel signs, etc.).
- Arrange for a photographer to take photos of the officials with representatives of your company during the tour; these photos can then be forwarded with the follow-up letter or used in a newspaper release.
- Designate areas in your facility for greeting attendees, taking photographs, serving refreshments (as applicable) and other program functions.

Phase 3: On-Site Event Coordination

- Staff a sign-in table for attendees (have name tags available).
- Test microphone, overhead projector and other presentation support equipment.
- Coordinate photo shoots.
- Arrange for any promotional packets to be handed out to attendees, in addition to any novelty item you may want to provide as a memento (Remember: Ethics Requirements must be strictly followed).

Phase 4: Post-Event Follow-up

- Hold post-event meeting with event committee to review/critique the event and make suggestions for next year.
- Send out thank-you letters from the Board and staff to the officials, along with event photo (as applicable).
- Send out thank-you letters to any vendors or organizations that donated food or other materials for the event.
- Send out a press release highlighting the event to gain attention for you and the members!!