

Inviting and Hosting a Legislator Considerations

Before Your Visit

- **Ensure Appropriate Clearances and Authorizations**
 - Include administration/supervisors in on discussions regarding the proposed visit to determine if there is any specific guidelines or regulations that must be addressed
- **Send an Email with an Invitation**
 - This can be the IATA Governmental Affairs letter template or a letter of your own
 - Reach out by email first, but expect to follow up with a telephone call
 - Send the invitation to the legislator themselves and their scheduler/staffer
 - Be sure to address the legislator by the appropriate title (Assemblymember, Senator, Dr., etc.)
 - Send invitations out early to give the legislator as far advance notice
 - Utilize the provided graphics for an eye-catcher (If you need help inputting your legislators name into the graphic of your choice, reach out to Lauren Hoyt at laurenminnick146@gmail or through the IATA instagram)
- **Do Your Research**
 - Read up on your legislator's background and their interests; particularly if it relates to the setting, you yourself, or event you are inviting them to
 - Do not expect to agree with ALL of the things you read about your legislator, with the understanding that this event is to discuss athletic training.
- **Discuss Media Relations**
 - Once communication has been established, consider whether media will be present and ask the legislator for permission
 - Media can include something as simple as social media or the press, if you are hoping to have the local newspaper document the visit
- **Prepare an Agenda**
 - Write down a simple timeline of what the legislator and staff can expect, including any tours, demonstrations, games, awards, etc.
 - Limit their total visit time to 90 minutes or less

During Your Visit

- **Greet Your Legislator**
 - Someone should be available to greet your legislator and their accompanying staff; whether this be yourself, a group of students, a principal, etc.
- **Take Photographs**
 - Assign someone to take photographs of the legislator's visit. These can be both candid and staged. By this point, the legislator and staff's consent for photos should have been obtained

- **Show Them What ATs Do**
 - This is your chance to tell and show them what athletic trainers do. Be concise, but thorough in your explanations. Make it fun and demonstrate why you are important to healthcare and the community.
- **Respect Their Time**
 - Keep track of time and stick to your agenda. We don't want the legislator to become bored or feel stuck. Read their body language and interest level.
 - Stick to the planned ending time, unless the legislator desires to stick around and ask more questions.
- **Recognize the Legislator**
 - When possible, publicly announce or recognize the legislator. This is important for their public image.

After Your Visit

- **Say Thank You**
 - This can be through a follow up email, photo, card, student letters, etc.
 - We want to thank not only the legislator, but their staff as well
- **Send Photos to IATA Public Relations Committee**
 - This can include photos and quotes.
 - We will want to post as many of these visits as we can on our social media accounts and website.
- **Maintain Contact as the Legislative Season Comes Around**
 - These relationships will be important to continue as the legislative season comes around and we need support. An email, Christmas card, shout-out, etc. can be very beneficial at continuing the work you have already started.