

## 8 Steps to Inviting Elected Officials

### Research Elected Officials

- Identify who to invite
  - Governor
  - Senators
  - Congresspeople
  - Mayors
  - State Senators and Representatives
  - City Council Members
  - School Board Members
  - Other municipal leaders (County Executive, Board of Alderman, etc.)
- Identify the best people to whom to send the invitations
  - Elected Officials directly
  - Chief of Staff
  - Scheduler = most important

### Create your Program

- Create the program
- Identify the purpose for the elected officials to attend
  - Participating but not speaking
  - Speaking role
  - Note: Make sure you acknowledge they are there either way

### Send Invitation

- Draft invitation
- Identify someone to send the invite
- Proof the invitation
- Send the invitation

### Follow Up

- Call to follow up and get invite status
- Recruit two other people to call on behalf of ServiceNation and your invitation
- Thank the Elected Officials and their staff people for their responses (whether they attend or not)

### Brief the Elected Officials

- Draft a briefing (We will send a template)
- Proof the briefing
- Send to Elected Official's office

### Thank the Elected Officials

- Send post-event thank you