



Engaging Local Officials: A Christmas Story

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About Us



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The Salvation Army and Elected Officials



WHY WE ENGAGE WITH ELECTED OFFICIALS



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The act of contacting and collaborating with local elected officials and governing bodies is a powerful way to elevate The Salvation Army's standing in the community as an organization that is at the forefront of collaborative public service.

Build **rapport** & establish a **relationship**

Focus on **impact**

Identify stakeholders' **values** and **key issues**

Prepare and **tell your story**

Incorporate **visits** and **educational materials**

RELATIONSHIPS WITH ELECTED OFFICIALS

- Relationships with elected officials help with four things:
 - Build **visibility** & **credibility** in the community.*
 - Be seen as an **authority** on meeting needs.*
 - Create **allies** for future efforts and unforeseen issues.*
 - Develop opportunities for **funding**.*



WHERE TO START



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WHERE TO START

- 🛡️ We can prioritize engaging with elected officials at all levels, including:

Municipal & Local



Statewide




National



WHERE TO START

🛡️ We must be even-handed in our efforts, but we should focus on:

Constituents & Districts	Policy Interests	Thought Leadership	Areas of Concern
			



REACHING OUT



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REACHING OUT & THE GOVERNMENT RELATIONS TOOLKIT

- 🛡️ Do you have a previous relationship?
- 🛡️ Do you have a personal connection?
- 🛡️ Is there someone who can make an introduction?
- 🛡️ Think carefully about the ask — make it **valuable**.



Toolkit Overview

Why Government Relations?

The act of contacting and collaborating with your local elected officials and governing bodies is a powerful way to elevate The Salvation Army's standing in the community as an organization that is at the forefront of collaborative public service. Another benefit of these efforts can be found in the relationships built with local leaders and the media attention that can bring to your corps.

Why Now?

With more people facing hardship this year, the need to serve those most vulnerable is greater than ever. Our ability to raise essential funds to serve those in need this Christmas and beyond is at risk due to the impact of COVID-19. With people unable to make donations at Red Kettles outside their favorite stores, the iconic campaign is sure to bring in much less generous funding than in years past.

To help meet the increased need, we're making it safer and simpler than ever for people to donate to The Salvation Army through our "Rescue Christmas" initiative. With the help of Salvation Army officers, staff, and volunteers across the country, we will initiate a multifaceted push for donations well ahead of the Christmas season. This push includes connecting with our local leaders to help us elevate our call for help and praise the good work done by The Salvation Army every day of the year.

What Can You Do?

Due to different logistical challenges faced on the local level, there is no one-size-fits-all approach to government relations. This toolkit will give you all the materials you need to take one of three actions:



Requesting a Meeting With an Elected Official or City Council

Why Request a Meeting With an Elected Official or City Council?

In-person meetings provide an opportunity to establish relationships with policymakers and educate them on the work that The Salvation Army does for their constituency. Many elected officials and governing bodies are unaware of just how much social responsibility nonprofit organizations like The Salvation Army take on. This also presents a powerful opportunity to get elected officials more involved in their own communities through the guidance of The Salvation Army.

How Do I Request a Meeting?

1. Call the elected official's office and secure the best email address for scheduling. This could be their scheduler, their communications director, or simply a general scheduling email for the office. If requesting a meeting with a city council, you may have to schedule a time to come in and speak via the city website.
2. Contact the elected official via email (see meeting request email template on page 11) and be sure to follow up within 24 hours. For city council meetings, be sure to include all requested information per the instructions on the website. *Note: It is always a good idea to reach out at least two weeks in advance. You will have more luck when the elected official's schedule isn't already booked.*
3. Schedule the meeting for in person or via video chat. Many elected officials and governing bodies are conducting meetings virtually during the COVID-19 crisis, so ensure that you have all necessary equipment ready for a potential video call (quiet location, strong Internet connection, headphones, even lighting, neutral background).



THE ELECTED OFFICIAL BRIEFING DOCUMENT

- For an introductory meeting, explain the value of The Salvation Army to constituents.
- Practice how the meeting will go — time is limited, and attention is divided.
- Prepare a briefing document on the official.



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REP. DAVID KUSTOFF
R-TN-08

Meeting Information

Date Friday, March 24, 2023
Time 10:30 a.m. ET
Meeting Type In-person
Attendees Commissioner Kenneth G. Hodder,
Colonel Ralph Bukiewicz,
Colonel Susan Bukiewicz,
Lt. Colonel David B. Davis
Address 560 Cannon House Office Building



Biographical Information

Age:
• 56

Current Residence:
• Germantown, Tennessee

Birthplace:
• Memphis, Tennessee

Family:
Spouse:
• Rep. Kustoff is married to Roberta Kustoff, who is also a lawyer at the Kustoff and Strickland Firm.
Children & Grandchildren:
• Two children: Maggie and Jake

Education:
• University of Memphis Cecil C. Humphreys School of Law (J.D., 1992)
• Memphis State University (Bachelor of Business Administration, 1989)

Religion:
• Jewish

Salvation Army Connections:
• In August 2019, Rep. Kustoff [tweeted](#) that he toured The Salvation Army's Purdue Center of Hope with Major Marion Platt, Social Service Director Sharon Cash, and Director of Special Events and Corporate Relations Aaron Keegan.



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Public Office

Overview:

- Rep. Kustoff is serving his third term in the U.S. House.
- Rep. Kustoff represents Tennessee's 8th Congressional District, which includes the bulk of West Tennessee, but most of its population is in the eastern part of the Memphis area.
- Rep. Kustoff's district boasts some of the highest median incomes in the state.
- Prior to serving in Congress, Rep. Kustoff served as a United States Attorney for the Western District of Tennessee.
- Rep. Kustoff is one of two Jewish Republicans in Congress, alongside Max Miller.

Committee/Caucus Membership:

- Committee on Ways and Means
 - Subcommittee on Social Security
 - Subcommittee on Tax
 - Subcommittee on Trade
- Republican Study Committee

Electoral History:

- 2017-Present: Member of the U.S. House of Representatives from Tennessee.

Topics of Discussion

Personal Points of Connection:

- Rep. Kustoff is a man of faith.
- Rep. Kustoff is a father.

Needs in Tennessee's 8th Congressional District:

- In Tennessee's 8th Congressional District, 12.9% of the population live below the poverty line (slightly higher than the national average of 11.6%).
 - [Poverty Relief](#)

Collaboration Opportunities:

- Invite him to any of The Salvation Army of Memphis locations including Purdue Center of Hope, Kroc Center, ARC, and Purdue Corps.
- Any time we can help advocate for the needs of rural Tennesseans, we are happy to act as a resource.

Public Policy Information and Talking Points

Kustoff's Legislative Efforts



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Representative David F. Kustoff (R-TN-04) has not sponsored or co-sponsored any recent relevant legislation related to **housing policy**. In 117th Congress, sponsored or co-sponsored related legislation.

- 117th Congress - H.R. 7327 - Protecting Rural Renters Act of 2022:** This bill would prevent the reallocation of unspent funding that states and territories received through the Emergency Rental Assistance program (that helped low-income households affected by the pandemic cover unmet rent and utility expenses) and require Treasury to return to a state or territory any funds previously reallocated.
Sponsor: Representative J. French Hill (R-AR-2); **Co-Sponsors:** Representative David F. Kustoff and 7 R's.
Significance for TSA: This bill would allow states and territories that did not efficiently allocate emergency rental assistance funding to have more time to allocate this funding rather than reallocating this funding to places that allocated this more efficiently, and it may result in more resources for clients in rural areas.
Status: Introduced in the House on March 31, 2022.
- 117th Congress - H.R. 7868 – CDBG (Community Development Block Grant) Modernization Act of 2022:** This bill directs HUD to conduct a study to modernize the formula (with attention to the age of housing factor) used to allocate CDBG funds to better target grants to meet current community needs and complete a new study on program effectiveness every decade.
Sponsor: Representative David Frank Kustoff (R-TN-8); **Co-Sponsors:** 1 R.
Significance for TSA: The CDBG Program provides annual grants to states, cities, and counties to improve housing, living environment, and economic opportunities principally for low- and moderate-income persons, and better targeting this program could potentially improve clients' communities.
Status: Referred to the House Committee on Financial Services on May 24, 2022.

H.R. 515 - Protecting American Savers and Retirees Act of 2023: This bill repeals the 1% excise tax on the repurchase of corporate stock enacted by the Inflation Reduction Act of 2022
Sponsor: Representative David Kustoff (R-TN-8); **Co-Sponsors:** 2 R's.
Significance for TSA: This will help reduce taxes for the elderly population currently living on retirement income.
Status: Referred to the House Committee on Ways and Means, on January 25, 2023.
This bill does not align with the Biden administration's plan to reduce the debt deficit and inflation.



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Salvation Army Public Policy Talking Points

Poverty Relief: 37.2 million Americans live in poverty. The Salvation Army helps more than 23 million people annually at more than 6,900 centers of operation.

- The Salvation Army offers the following services in Tennessee's 8th Congressional District: single women's services and emergency shelter, family residences, intensive outpatient program, youth development programs and summer camp, adult rehabilitation, and emergency disaster services.

Food: 38 million Americans live in food-insecure households, and The Salvation Army served 155 million meals in 2022.

- Every morning, dozens of women and children wake up in our facilities and have meals served for the day at our Purdue Center of Hope.
- The Salvation Army of Memphis served 52,000 meals in 2022.

Shelter: Approximately 400,000 people are experiencing unsheltered homelessness in the U.S. The Salvation Army provides nearly 8 million nights of shelter at our 595 shelters nationwide.

- The Salvation Army of Memphis housed 296 persons in 2022 and provided 108,040 total nights of lodging.

Disaster Relief: 14.5 million households were impacted by natural disasters in 2021 alone. The Salvation Army delivered relief to over 595,000 people in 2022.

Financial Support: 64% of Americans are currently living paycheck to paycheck, and The Salvation Army provided approximately 3.1 million people with rent, utility, and other financial assistance in 2021.

- The Salvation Army Memphis provides the community with rent and utility assistance and in 2022, it provided a total of \$1,200,651 in financial assistance to individuals.

Recent Media Coverage

[Biden's new Ukraine aid will face 'tremendous pushback' from Congress, GOP lawmaker says: 'We've got to stop'](#)
2.20.2023 | Fox News

Rep. David Kustoff, R-Tenn., reacted to President Biden's surprise trip to Ukraine and pledge of \$500M more in military aid Monday, telling ["Mornings with Maria"](#) the president should focus on taking care of American citizens at home first before spending money abroad.



WHAT SUCCESS LOOKS LIKE



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WHAT SUCCESS LOOKS LIKE

- 🛡️ Connect over social media.
- 🛡️ Share corps updates — emails or newsletters.
- 🛡️ Invite to events such as tours.
- 🛡️ Participate in service (volunteer opportunities) or bell ringing.
- 🛡️ Participate in meetings or town halls.



WHAT SUCCESS LOOKS LIKE

- 🛡 Social media posts.
- 🛡 Proclamations.
- 🛡 Appearances at Salvation Army events.
- 🛡 Recommendations for other relationships.
- 🛡 Testimony on relevant issues.



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Thank You



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