



GRASSROOTS ADVOCACY WEBINAR SERIES

Why Grassroots Matters to Travel

As you have likely seen on television, 2012 is shaping up to be an extraordinary election year. Help us ensure that in the midst of the campaign frenzy, travel and tourism is considered as a major force in our nation's economy. Join us for a special webinar series that will provide tools and tips you need to grow your grassroots influence in your community and advocate effectively with policymakers, from your City Council all the way up to your Senators. Advocating on behalf of your travel community to local, state, and national decision makers is critical – it can potentially save, and even increase, your tourism marketing budget, as well as bolster travel spending, tax receipts, payroll and employment in your area.

[Advocacy 101: Wielding Influence with Policymakers](#)

Tuesday, March 13
2:00 – 3:00 p.m. ET

You may be wondering, what is “grassroots” and what can it do for my destination? You’ll learn how grassroots can help your destination and how to recruit others in your area to advocate for your cause. But then what? How do you activate your members to help champion the industry’s cause at all levels of government? We’ll also discuss various methods for activating your grassroots on issues impacting our industry. Through a variety of techniques, you will be able to connect directly to your Coalition members with a simple message and a direct ask. You’ll also hear about the best practices for advocacy, including how to catch the attention of your policymakers, the best way to communicate with them, and how to build a lasting relationship.

[Holding a Vote Travel Rally In Your Community During National Travel & Tourism Week](#)

Tuesday, April 3
2:00 – 3:00 p.m. ET

In 2012 our nation will engage in a historic election. We have an opportunity to raise travel and tourism as a paramount issue on the campaign trail and increase our visibility among policymakers. Join our year-long movement, Vote Travel, and help Get America Moving. During this webinar, we will share best practices for holding a local rally in your community during National Travel and Tourism Week including how to boost attendance from industry employees and policymakers, suggested messaging for your event, and getting your legislators to pledge to support travel and tourism in 2012.

Sign up to participate in the webinars by clicking on the links above.
You can also email us at travelcoalition@ustravel.org