

## How to Organize an In-District Meeting



### **What and Why?**

In-district meetings with local travel leaders offer one of the best opportunities for lawmakers and their staff to learn about the benefits of travel at the grassroots level. These meetings give you the unique opportunity to show how travel “talks” in his or her district and state, including the local economic impact and benefits of travel to you and your livelihood.

### **How?**

Organizing an in-district meeting is easier than most people think. Congressional offices want to hear from you so they can better represent their constituents in Washington.

**Step 1:** Call your elected official’s local office. Introduce yourself and offer to make an appointment to come in to discuss a travel-related policy matter. Be prepared to suggest several dates for the meeting. If the member is not available, a district staff person should be able to help. You may want to consider teaming up with one or two other local travel leaders who might be interested in joining the meeting.

**Step 2:** Bring a letter you can leave with staff so the office has a written record, highlighting your story and the travel industry’s priorities that can be passed along to the elected official. Also plan to provide a copy of the congressional packet.

**Step 3:** Cover all of your bases. Start by telling your story and make sure to share information about your industry from the bottom up – this may be the first time they have ever connected the dots about how big travel is, both within the district and nationally!

**Step 4:** Plan your time accordingly. In-district meetings last about thirty minutes at most. Make sure you allocate enough time for questions and feedback from staff. At the end, be sure to thank the elected official and/or staff for their time.

**Step 5:** Follow up with a thank you email and offer to continue a dialogue about travel in your area. Send economic data or other studies and articles that they might find helpful or send messages to them via Facebook and Twitter – most elected officials now use social media to connect with constituents.

**Found a champion?** If the meeting goes well, encourage in-district staff to help carry out your message through social and traditional media.

**Please Be In Touch!** Once a meeting is confirmed, let us know. After the meeting, we would love to hear how it went and send us any photos that we can highlight to the industry.