

3 Easy Steps



Dealers and Legislators

MAKING THE GRASSROOTS CONNECTION

By participating in NADA/ATD's growing "grassroots connection," you can educate legislators about dealer issues, and show how their decisions in Washington affect your dealership and employees back home.

STEP 1

Setting Up the Meeting

Contact NADA/ATD for talking points, handouts and help in scheduling face-to-face meetings with legislators.

The Dealership Visit

A dealership tour allows a legislator to meet your employees and learn about dealers' legislative priorities.

- Contact NADA/ATD, which will coordinate your schedule with the legislator's office and arrange a visit.
- A visit/tour usually takes an hour and should include all departments and meeting your employees.
- Conclude the tour with a discussion about key dealer policy issues.

Meeting at a Legislator's District (or State) Office

These meetings usually are informal and relaxed.

- Call the district or state office, and ask to speak with the district director or scheduler.
 - For your Senator's contact info: senate.gov
 - For your Representative's contact info: house.gov
- Ask to schedule a 30-minute meeting to discuss key dealer policy issues.

Meeting at a Legislator's Washington, D.C., Office

NADA/ATD can help set up these meetings, which require more planning and are often just 15 minutes. Be sure to educate the legislator's staff—who usually attend such meetings—since they advise the legislator on policy positions.

STEP 2

During the Meeting

Legislators average a dozen meetings a day, so remember the three W's to make the meeting most effective:

WHO?

- Tell a personal story about your business. Legislators are more likely to remember a compelling story accompanied with facts.
- Describe how many employees you have, how long you have been in business, how much you pay in taxes and contribute to local charities, that you are a member of the National Automobile Dealers Association/American Truck Dealers.

WHY?

- Be clear and concise. Focus on just one or two important policy issues (see www.nada.org).
- Listen, even if the legislator's perspective is different from your own.

WHAT?

Explain what you would like the legislator to do and ask for a response. (For example, you may ask the legislator to cosponsor legislation or support a specific bill.)

STEP 3

After the Meeting

Thank the legislator, and offer to be a resource in the future. Contact NADA/ATD and report on the meeting or dealership visit, so NADA/ATD staff can follow up with the legislator or staff.



Questions & Answers

Where can I find NADA/ATD's top legislative priorities?

On NADA/ATD's website—www.nada.org/legislative—which has the latest issues, talking points and printable handouts (or call 202.547.5500).

If I don't know the key legislative issues, can I still host a member of Congress?

Yes. You don't need to be a policy expert. Members of Congress want to stay in touch with their constituents and find out how they can assist you. A dealership visit highlights the jobs and economic opportunities you provide.

How much time does it take to prepare?

Very little. NADA/ATD staff can help you be well-prepared for the meeting. NADA/ATD has talking-points for dealers to use at these visits.

When should I host a dealership visit?

Often the best time to meet with a legislator is during a congressional recess when the legislator is back home. NADA/ATD can provide a list of upcoming recess dates to help you plan ahead.



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

To learn more, contact Patrick Calpin, NADA Director of Grassroots Advocacy,
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