



SETTING UP VIRTUAL CONGRESSIONAL MEETINGS

TIPS FOR DEALERS

An important component of NADA's Grassroots Advocacy is dealers meeting with lawmakers to educate them about dealer issues and how their decisions in Washington affect your dealership and employees back home. Since in-person meetings on Capitol Hill cannot be held this year, virtual meetings with lawmakers are necessary and generally very effective. NADA urges dealers to coordinate with their ATAE and/or NADA staff to prepare for and schedule virtual meetings with members of Congress.

Below are some helpful tips to arrange successful virtual meetings with members of Congress:



REQUESTING A MEETING

- Contact the lawmaker's scheduler to request a 15- to 30-minute virtual meeting. If possible, offer at least two dates/times to allow the most flexibility to secure a meeting. You may need to submit your meeting request in writing and include the names/businesses of the dealers who will attend. Click [here](#) for a sample meeting invitation request.
- Determine what meeting platform (i.e., Zoom, Skype, Microsoft Teams, etc.) the lawmaker's office prefers.



MEETING PLANNING

- Determine who will moderate the virtual meeting—either a dealer, ATAE or NADA staff. Assign dealers in advance to address specific policy issues and, if appropriate, identify who will make “the ask.”
- Rehearse in advance using the meeting platform that will be used to ensure a smooth delivery and sound quality. Be sure to reserve some time at the end for Q&A.
- Request that dealers also log on 10 minutes early for the meeting to check the connection.



DURING AND AFTER YOUR MEETING

- Identify all participants at the outset. Remind everyone to mute themselves when not speaking to minimize disruptions. Be sure to note the name(s) of lawmaker's staff attending the meeting.
- Discuss the impact of the issue you are advocating for or against on your business and employees. Share experiences or challenges your business has faced this year. Lawmakers are often persuaded by memorable stories coupled with facts.
- Thank the lawmaker and staff for their time and offer to be a resource for additional questions and input on other issues. After the meeting, designate one person to email the lawmaker and staff to thank them and reiterate your key points/legislative ask.
- Share with NADA Legislative staff any feedback about the meeting and whether any commitments were made by the lawmaker. This important information helps NADA staff follow up and plan next steps.

NADA welcomes the opportunity to assist with these virtual meetings. Contact Patrick Calpin at pcalpin@nada.org or David Bell at dbell@nada.org or call 202.547.5500. NADA/ATD legislative priorities are available at nada.org/legislative.