



THE GRASSROOTS CONNECTION

NADA Legislative Affairs | nada.org/legislative | 202.547.5500



nada.org/grassroots

STEP 1

SET UP A MEETING

Contact NADA for talking points, an issue brief and help in scheduling face-to-face meetings with legislators.

A DEALERSHIP VISIT

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

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

DISTRICT OR STATE OFFICE

These meetings usually are informal and relaxed.

- Call the legislator's office and 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.

STEP 2

DURING THE MEETING

Legislators average a dozen meetings a day—remember the three W's to make the meeting most effective.

WHO?

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

WHY?

- Be clear and concise. Focus on just one or two important policy issues (see nada.org/legislative).
- 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

Designate one person to email the lawmaker and staff to thank them and reiterate your key points/legislative ask and offer to be a resource in the future.

SHARE YOUR FEEDBACK WITH US

Send a short summary email to the Legislative Affairs office at legislative@nada.org with photos and 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.

Educate legislators about dealer issues.
Show how decisions in Washington, D.C. affect your dealership, employees and customers back home.

Dealership Visit Form

Email to legislative@nada.org or fill out the form online at nada.org/grassroots



Name _____

Dealership Name _____

Dealership Address _____

City _____ State _____ Zip _____

Email Address _____

List member(s) of Congress you would like to invite to your dealership:
