



## Communicating with Elected Officials

### Florida Collectors Association

#### Who to educate about our industry?

- <https://dos.myflorida.com/elections/contacts/elected-officials/>
- President: Trump
- US Senator: Rubio & Scott
- US House: <https://www.house.gov/representatives>
- Florida Senator: <http://www.flsenate.gov/senators/find>
- Florida House: <https://www.myfloridahouse.gov/Sections/Representatives/representatives.aspx>

#### Preparing for meeting (in your office or theirs)

- Have industry facts printed and ready for sharing: <https://www.acainternational.org/advocacy/advocacy-resources>
- Instruct office team to properly dress, shake hands and welcome the official.
- Make sure staff understands how to address the visitor (title and name).
- Demonstrate the desire to assist consumers and the benefits we offer.
- Talk about results of returned money to the local economy. Job Creation.
- Know what makes your organization different? Introduce yourself and ACA as a resource for better understanding and source when the subject matter comes for a vote. (Remember staff can be very influential to elected officials so never talk down or ignore them)

#### If you personally like the candidate

- Donate Money (not required)
  - Federal – personal only \$5,600 per candidate per cycle (\$2,800 primary/general)
  - State or local – personal and corporate (\$3,000 statewide/\$1,000 local)
  - Know the limits and rules for each race (this is not to be taken as legal advice)
  - Signing petitions allows candidates to qualify for an election without paying a filing fee
- Volunteer to walk neighborhoods
- Host/Co-host Fund Raisers
- Sign Petitions (you and staff)

#### TIPS FOR SUCCESS

- Don't be nervous because they are people too.
- Don't be surprised if they don't know the intimate details of our industry.
- Keep it high level or you will lose their attention. Use leave behind materials.