



## Bringing it Back Home: Successful In-District Advocacy

Brian Bulkeley, Director Dealer Policy  
Toyota Motor North America





We need a fresh  
approach to be  
heard in Washington.



“Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.”

-Ben Franklin

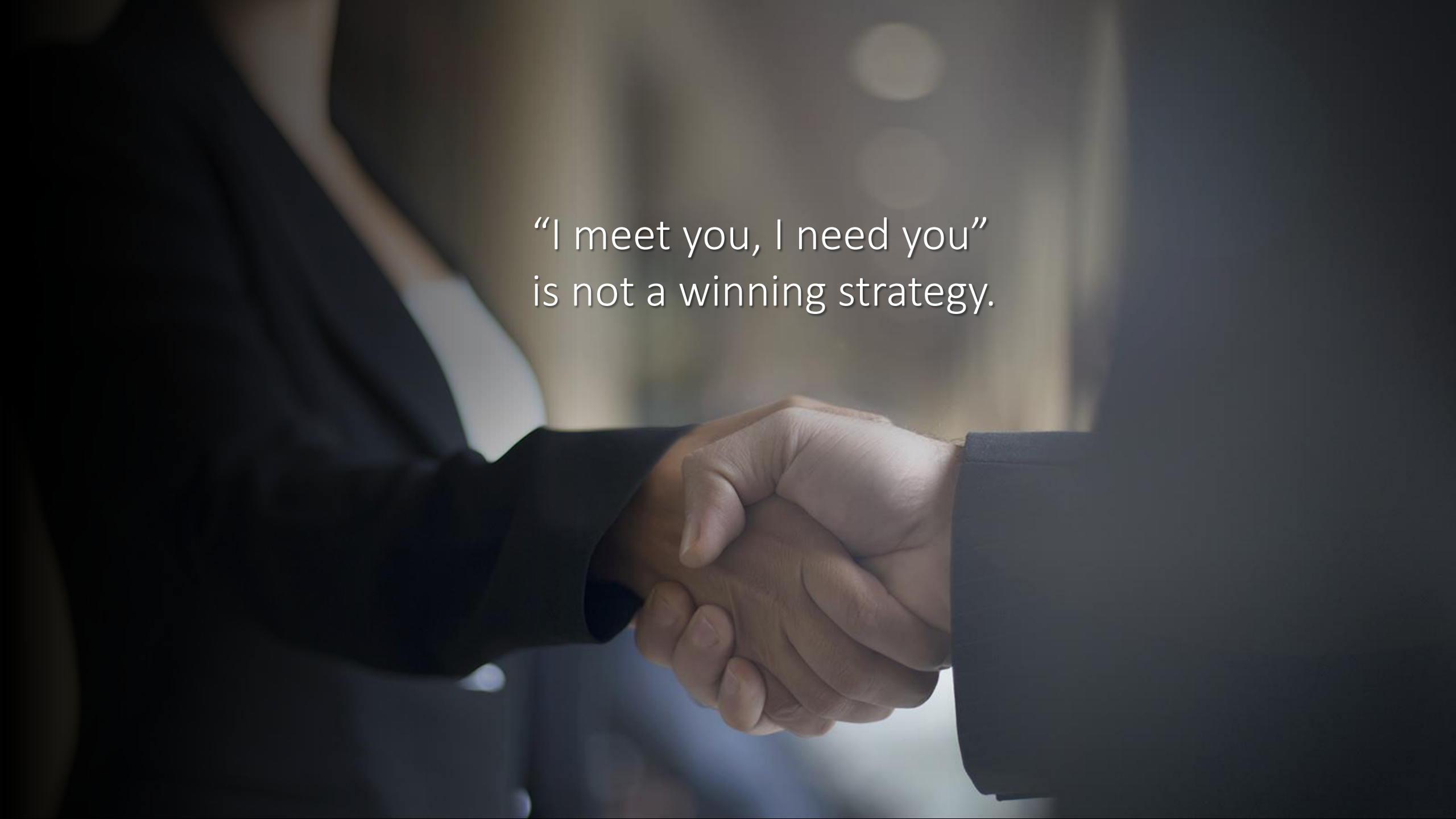




The juice is worth the  
squeeze.

A man in a grey suit is seen from the back, gesturing with his right hand towards a group of five people sitting in a circle. The group consists of three men and two women, all dressed in business attire. They are in a brightly lit room with large windows in the background. The text "It's not about you." is overlaid on the left side of the image.

It's not about you.

A close-up photograph of two hands shaking in a firm grip, signifying a business agreement or partnership. The hands are wearing dark suit sleeves. The background is blurred, showing what appears to be an office or meeting room with warm lighting and circular bokeh effects.

“I meet you, I need you”  
is not a winning strategy.



You're building  
foundational relationships.  
Play the long game.



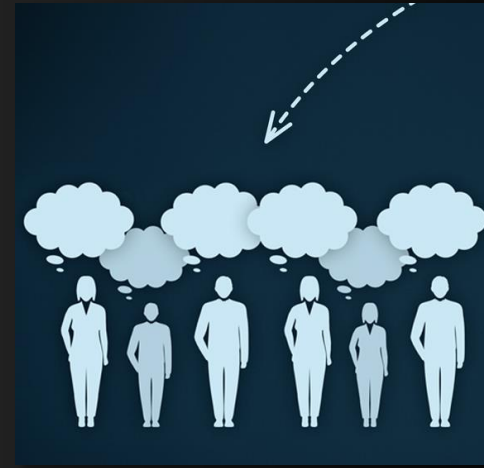


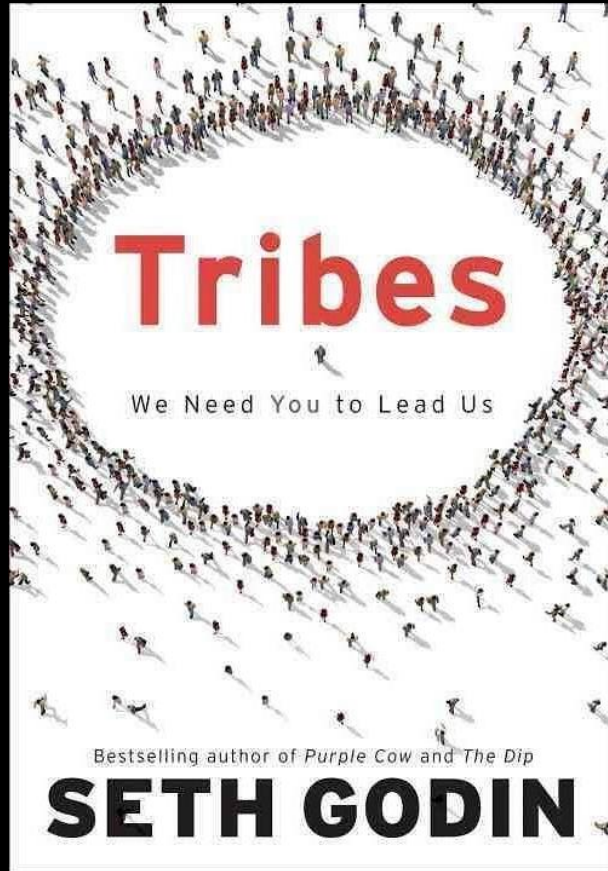
Build a  
leadership  
pipeline.





# In-District Advocacy





What does it take to  
create a movement?



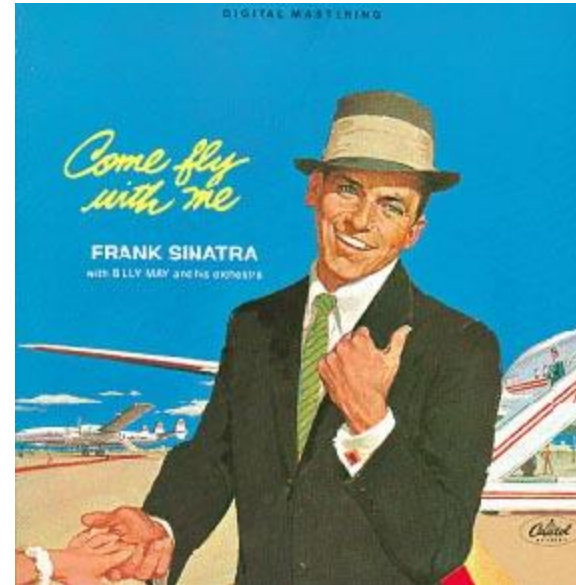


## Bringing it Back Home: Successful In-District Advocacy

Michael Cowden, Community Outreach Center Manager  
International Council of Shopping Centers

# A Better Fly-In Starts with a Fly-Out

- Site tours
- Office visits
- Other in-district tactics



How, What, Who, and most importantly your Why



# Site tours

Everyone loves a good host





- What makes your “chocolate factory” special?
- Highlight those specialties on the tour
- You’re in the Member’s backyard. What does your site provide the community?
- Amplify with media and social



# Home on the range



# Leverage relationships

- Have lobbyists mention the invitation
- Mentor grassroots advocates on how to invite
- Set goals based on key committees





# Office Visits

- More relaxed than D.C. meetings
- Great chance to follow-up on items discussed in D.C.
- Invite, invite, invite on a tour!



# Other in-district opportunities

- Great chance for grasstops to engage at community or social events
- August recess opportunities
- Build off of other local events





Advocate for Care Retweeted



**Laura Nolan** @Inolan2001 · 4 Sep 2014

Thank you @RepRibble for visiting us at Harmony of Green Bay! We enjoyed talking with you. #wearesolution



Great to visit Westward Heights Care Center in Lander on Sat. I was told they have best ice cream & hot chocolate.













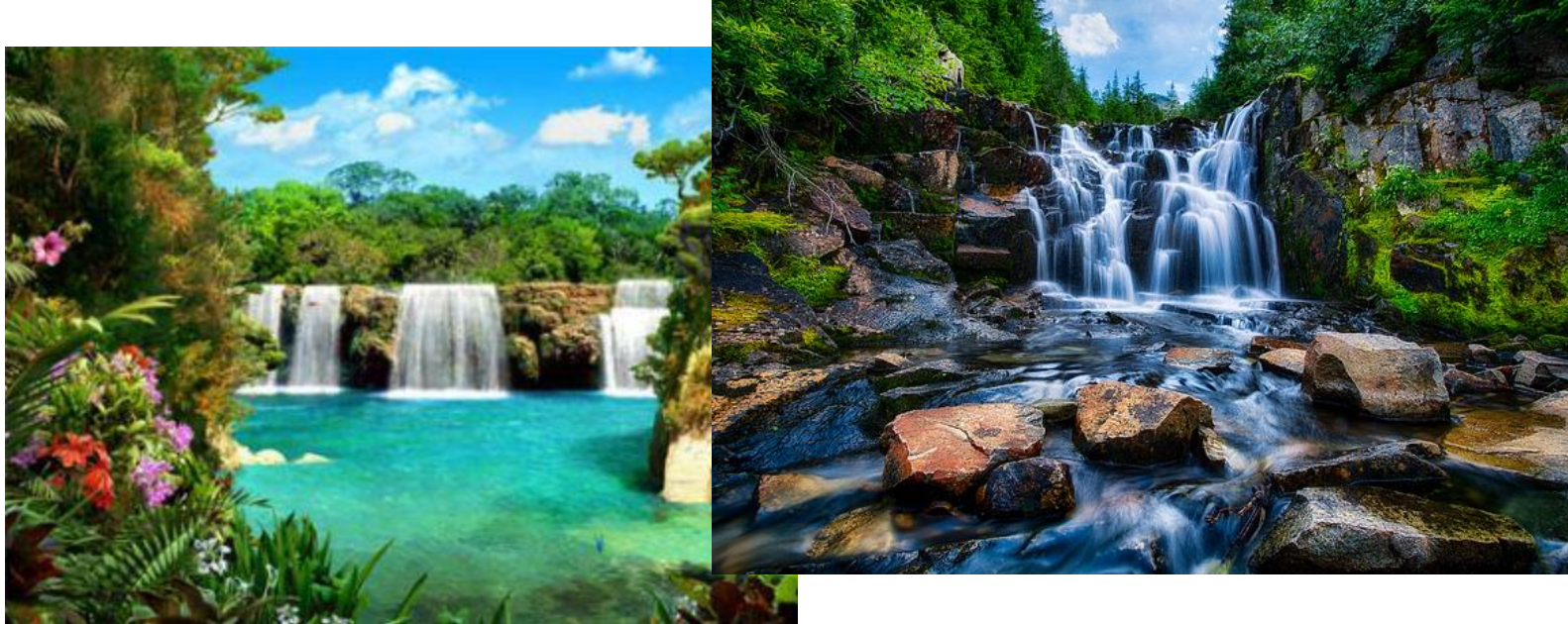








# Don't go chasing waterfalls





# Site Visits: Goals

- Highlighting property's positive developments and contributions to community
  - Sustainability features, economic impact, addressing community needs
- Improving relationship between elected official and your advocates
  - Introduction for new Members of Congress
- Underscoring capabilities of your advocacy department for your stakeholders

# Site Visits: How-To

- Identify property/member of interest
  - Ask your key advocates
  - Under construction?
  - New, interesting features?
- Contact Congressional staff (DC and/or district)
- Contact on-the-ground staff
- Consider partnering organizations
- Consider media strategy, if applicable



# Site Visits: Advance Work

- Invite local members or stakeholders
- Logistics
  - Reserve parking; determine meeting point
  - Ask about meals/food (ethics allow)
  - Ask about photos, media
- Send memo (or conference call) to Congressional staff AND mall management
  - Agenda
  - List out all attendees

# Site Visits: Typical “Run of Show”

- **Typical run-time: 60 minutes**
- Elected official is greeted at pre-determined entrance
- Introductions and management presentation in conference room
- Walking tour
- Photo ops





