



A Guide to Conducting a Successful Legislative Educational Tour

Planning A Legislative Educational Tour

Visits by legislators to your company's facilities are an effective way for grassroots advocacy and to build relationships with your local legislators. Educational facility tours illustrate firsthand how your processes relate to legislative issues. These are excellent tools for grassroots advocacy and showcase your facilities' financial, environmental, health, and safety standards. The following guidelines will help you plan a successful legislative educational facility tour:

- **Determine the reason for the educational tour.**
Decide what issues you want to discuss and how best to link the issues visually with your facility's operations. Find out if the legislator has particular interests in area of your facility.
- **Issue the invitation in writing.**
Offer a range of dates to accommodate busy legislative schedules; dates during times they are not meeting or not in Tallahassee are especially appropriate. Provide the legislator with information on your company prior to the visit. For example, include the total number of employees, what your company offers and the amount of revenue.
- **Announce the legislator's visit to all employees.**
Once the tour is confirmed, promote it throughout the company by distributing a brief biography of the legislator and information about the legislator's importance. Make sure your staff when legislative member will be attending and make sure you have someone ready greet them.
- **Invite your company's government relations staff to participate in the tour.**
Also consider inviting a few top community leaders and industry association executives as well as your company's CEOs, but be careful not to have too large of a group.
- **Arrange for photographs during the tour.**
Work closely with the legislator's press aide on publicity and media coverage, both locally and on social media. Make sure you have someone on site to take photographs.
- **Choose the tour guide and map out the tour.**
Develop a tour schedule and route that illustrates the objectives set for the visit. Know when the legislator has to leave, and allow for extra time if the legislator wants to remain longer in one location. Pick a guide that can articulate the business model and is knowledgeable about the facility's operations.

- **Prepare key equipment and safety gear ahead of time.**
Ensure that everything is operating to provide action interest. Provide safety gear and following COVID-19 guidelines that have been put into place by your facility.

Follow-up after the Tour

Suggestions for follow up activities to build on the relationship established by the tour:

- **Send a thank you note to the legislator.**
Always thank the legislator in writing. Reiterate the points discussed on the visit.
- **Forward black and white prints taken during the tour for the legislator to use in his or her own newsletters.**

Sample Invitation Letter to Legislator—Facility Tour

Via Fax—1 page

Fax Number: [District Office]

The Honorable John Doe
Florida Senate
District Address
District City, State Zip

Dear Senator Doe:

I am writing to invite you to participate in a tour of our facility here at [company name]. As a member of the Florida Senate and as one of your constituents, we encourage you to take this opportunity to see how our operation work and we interact with our employees, other Floridians and tourists from across the globe.

[Insert information describing your company 2-3 sentences. Include the number of employees.] This tour is an informal opportunity for you to see our facility and speak candidly with our employees. The format usually calls for the tour, brief refreshments, open discussion with our employees (including a question and comment period) and then a photo opportunity. We expect the entire event to take no more than 90 minutes. Let me suggest the following dates:

[Insert Day, Month, Date—suggested time frame]

[Insert Day, Month, Date—suggested time frame]

[Insert Day, Month, Date—suggested time frame]

We sincerely hope that you will be able to accept our invitation to participate. I will call your office regarding the details of this event. Thank you for your consideration.

Sincerely,

Sample Press Advisory—Facility Tour

NEWS ALERT

[Insert company logo]

[Alert Number]

NEWS CONTACTS:

[Company Contact] (000) 555-5555-[extension]

FOR IMMEDIATE RELEASE

Press Advisory

[NAME OF COMPANY] TO HOST [NAME OF LEGISLATOR]

[DATE]

When: [Name of company and city, state] will host [name of legislator] for a tour tomorrow morning as part of an effort to make legislators more aware of both the benefits local attractions brings to communities and the challenges they face in the tourism industry in Florida.

[Name of legislator] will observe the facility's operations of [give a brief description of what the legislator will see while on the tour] and offer brief remarks to gathering employees.

[Company name] is a member of the Florida Attractions Association, representing Florida's world-renowned tourist attractions. The Florida Attractions Association links the passion and creativity of hundreds of industry professionals who share their inspiration and best practices to ensure the Sunshine State's preeminent position as the world leader in creating unique and memorable experiences for millions of visitors every week.

The composition of our membership reflects the unique diversity of Florida's natural and man-made wonders - theme parks and water parks, historic and cultural sites, botanical gardens, museums and galleries, zoos and aquariums, outdoor and adventure destinations, family entertainment centers, dinner attractions, sightseeing tours and cruises, destination retail and sports venues, and much more.

Who: [Name of legislator]
[Company name]

Where: [Company name]
[Plant address]
[City, State, Zip]

When: [Date and time]

[Insert company address and Web site, if applicable]