

**SBO/SBAP MULTI-MEDIA INITIATIVE
NCAP GRASSROOTS SUPPORT CAMPAIGN**

GUIDANCE FOR APPROACHING DIFFERENT AUDIENCES

- **Your State Governor**
 - Call his/her office directly
 - Find a vehicle/support mechanism to make the contact
 - ◆ Trade associations or other politically-connected entities
 - Write a persuasive letter
 - ◆ Explain the Multimedia Initiative and its benefit to the small business community in your state (and beyond)
 - ◆ Include promotional piece
 - Coordinate a letter campaign with other small businesses in your state – get them to write to the Governor urging support of the initiative. Provide copies of the promotional piece for enclosure with the letter

- **Key Congressional Leaders**
 - Call directly and schedule personal appointment
 - ◆ Don't be surprised or discouraged if you meet with a staffer
 - ◆ Put on a good show - staffers relay information and draw attention to issues they perceive to be important
 - Drop-in
 - Write a persuasive letter
 - ◆ Explain the Multimedia Initiative and its benefit to the U.S. small business community
 - ◆ Include promotional piece
 - Coordinate a letter campaign with other small businesses in your state, industry, and/or region – get them to write to the Congressional leaders urging support of the initiative. Provide copies of the promotional piece for enclosure with the letter

- **State Legislators & State Congressional Delegations**
 - Call directly
 - Schedule a meeting/appointment
 - Write a persuasive letter
 - ◆ Explain the Multimedia Initiative and its benefit to the small business community in your state
 - ◆ Include promotional piece
 - Use the small biz network to increase awareness of the initiative
 - ◆ Put out feelers to see if other small biz owners or trade associations have valuable contacts
 - Coordinate a letter campaign with other small businesses in your state, industry, and/or region – get them to write to state Legislators and delegates urging support of the initiative. Provide copies of the promotional piece for enclosure with the letter

- **Other Small Businesses**
 - Contact your industry or local trade association(s) for industry-wide communication assistance
 - ◆ Request an Initiative “advertisement” in newsletter
 - ◆ Ask about including the promotional piece in their newsletter distribution
 - Coordinate/encourage a letter campaign to the small business community in your state and/or industry to inform them of the initiative
 - ◆ Include promotional piece
 - Call directly
 - ◆ start with those you feel comfortable calling
 - ◆ Build confidence and branch out