

Messaging: Getting your Message to Congress

Getting your message to Congress is vital. The message must include details of the “ask” AND why access to contracts is important to you, your community and, particularly, your member of congress.

While The American Small Business Chamber of Commerce has a strong message which will unify your voice with the millions of other small firms who respond. When speaking to congress, what they want to hear is your perspective and how small business policies impact your business, your family, your employees and their families and the community.

To help you craft your portion of the message, please take a few minutes and answer the following questions:

- Why is it important for you to have policies that protect and grow small businesses?
- Identify an issue you have or could go after – how having legislation put n place would/will impact your business?
- How many jobs can you create?
- How will good small business legislation impact your community’s economy?
- And, conversely, how has the absence of good legislation will affect your business?

Once you have answered these questions:

- Formulate them into a paragraph or two
- Add in the ASBCC message
- Put onto your letterhead.
- Attend the next Policy Council meeting and share feedback.

Take it to Congress:

- Print your letter and the ASBCC Legislative Priorities and the ASBCC Policy Update.
- Set up a time to meet with your House and Senate members and deliver the message. Bring colleagues, employees, family members – anyone who is impacted by your ability to access a contract – deliver your message and the letters.

The ask: At your meeting -

Thank you for taking the time to meet with me. I am here because of the importance of good small business legislation to my business, my employees, our families and the community economy. *Share story*. Will you co-sponsor legislation that small business growth? Will you bring this legislation to the floor? Ask for a picture with your House Representative!

Report back: Post your story, actions and their results at our Facebook Page.