



LEGISLATIVE AMBASSADORS GUIDELINES

Connecting the lawmakers may seem intimidating, but they are eager to hear from constituents in their districts and learn about how their work impacts businesses, including your bank.



Here are a few things to keep in mind:

- Before setting up your first meeting, do some homework. Learn what committees they are on, background and policy goals.

TIP: WBA can share information about lawmaker committees and background.

- Set up an appointment to meet to share information about your bank and how recent legislation has impacted your bank and clients.

TIP: WBA has one-pagers, state economic information and more you can share with lawmakers - just ask!

- Keep anecdotes short and to-the-point.
- The industry strives to maintain a bipartisan approach, we encourage pro-business legislation regardless of party affiliation.
- When possible use personal examples and avoid industry jargon.
- Thank them for their support of the industry if they have been supportive *OR* encourage them to consider your positions on these topics in the future.
- If you aren't sure how to respond, tell them you'll find out more.

TIP: This is a great way to follow up and build your relationship!

- Invite them to visit your branch/bank headquarters.

**IF YOU HAVE QUESTIONS, DON'T HESITATE TO CONTACT WBA
WE'RE HERE TO HELP!**