

4 THINGS YOU CAN DO OVER AUGUST RECESS TO EFFECTIVELY ADVOCATE AT HOME

1. Schedule a meeting with your member of Congress and your state's two senators.

- Letters and phone calls are great but nothing is as effective as a personal meeting.
- Call the area district offices of your member of Congress and two senators to schedule a meeting. If the member of Congress is unable to meet, ask to meet with the district director or state director.
- Bring 10-15 of your colleagues – great numbers show strength.
- Tell your side of the story – study the provided talking points – learn the position of your member of Congress and senators – be prepared to counter their arguments - leave no card unturned.

2. Attend a town hall meeting with your member of Congress and your state's two senators.

- Call the area district offices of your member of Congress and two senators and ask for the town hall meeting schedule.
- Invite your colleagues and clients to attend – create a presence at the meeting.
- Speak-up at the meeting and tell the member of Congress about the important role of independent insurance agents and brokers in the sale and delivery of health insurance.

3. Engage your clients, local chamber of commerce, rotary, and civic organizations in the grassroots campaign.

- Educate your clients about the repercussions of a government-run health insurance plan.
- Ask your clients to participate in IIABA Grassroots activities.
- Attend the monthly meetings of your chamber of commerce, rotary and other civic organizations – speak-up and spread the word to anyone and everyone who will listen.

4. Write a letter to the editor of your local newspaper.

- Many newspaper editorial pages from across the country have been touting the alleged benefits of a public plan (“government-run health insurance plan”).
- It is your responsibility to set the record straight – even if your newspaper has yet to touch on the subject.
- Personalize and tailor your own letter to the editor but feel free to use the national facts and figures provided by IIABA.