

ENGAGE → INFORM → IMPACT

IFDA GRASSROOTS ADVOCACY

WASHINGTON CAN HAVE A SUBSTANTIAL IMPACT ON YOUR BUSINESS.

Through grassroots efforts, you can develop relationships with your lawmakers so they can better understand the foodservice distribution industry and where we stand on key issues. The IFDA Policy & Government Affairs team is available to help wherever you may need assistance.

HOW TO ENGAGE IN GRASSROOTS ADVOCACY

There are several ways you can engage in grassroots advocacy:

Meetings: Schedule meetings with your lawmakers, which can occur:

- In the district or state when Congress is out of session
- During IFDA's Washington Insight Conferences (or if you are visiting DC)

Facility Visit: Invite lawmakers to visit your facility (or attend a company event, such as a ribbon-cutting ceremony)

Letters: Engage in letter-writing campaigns through [IFDA's Legislative Action Center](#)

IFDAPAC: Participate in IFDA's Political Action Committee (PAC) — Your company must have a signed prior approval form in order for IFDA to solicit your participation. Contact Jelena Matic at jmatic@ifdaonline.org for more information.



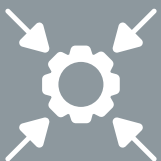
TIPS FOR A SUCCESSFUL MEETING WITH YOUR LAWMAKER:



ENGAGE: Contact your local congressional office via email to request a meeting or visit, highlighting basic information about the company. This may include where the company's facilities are located in the district as well as the number of people the company employs. If your company has received any recognition in the state, such as being a top employer, it is worth mentioning. If you prefer, IFDA can make the request on your behalf.



INFORM: During the meeting or visit, share your story — the history and work of your company, the role foodservice distribution plays in the supply chain, and the issues that matter most to your company.



IMPACT: Shape how lawmakers view issues by providing examples that help to illustrate the challenges your company may be facing and how their actions can make a difference. Remember to frame your positions in a nonpartisan way. Leave behind 1-2 pages about your company and the issues that are important to you. After the meeting or visit, follow up with an email to thank the staff who attended and provide any additional information you may not have had on hand during the meeting or visit.

TIPS FOR A FACILITY TOUR WITH YOUR LAWMAKER:



Pick a facility that you would like to showcase.



Determine whether to include media as a component of the event. If media is of interest, please advise — or consult with — IFDA, and the team will work with you on a media strategy. In addition:

- Communicate with the lawmaker's office on whether either party would like media.
- If so, is the lawmaker's office, the distributor, or both contacting media?
- Consider ramifications and build a strategy.
- Where will you house the media or press conference? Consider what could be said and if you want your brand to be a part of the interviews.



In addition to basic event information (i.e., date and time, format, participants, and topics), be prepared to discuss with the congressional office logistical points such as run-of-show, day-of parking, security protocols, dress code, and photo opportunities.



For convenient communication and a fail-proof arrival, designate a day-of point-of-contact for this event.



During the visit, make sure the lawmaker gets a good understanding of your facility and what your company does as well as how you do it. Express how policy decisions that are made in Washington affect your business. Highlight 2-3 key issues. This can occur through a roundtable discussion and/or during the tour. (If you would like assistance in identifying issues to highlight, please contact the IFDA team.)



Provide an opportunity for the lawmaker to meet your employees. They will appreciate making contact with their constituents.



Set aside approximately 5-10 minutes to take photos.



Determine whether to have a post-event media strategy, such as sharing the visit on social media or issuing a press release.



Follow up with a thank-you email to the lawmaker's staff who attended — and/or helped you schedule — the tour.

IF YOU HAVE ANY QUESTIONS OR COMMENTS, PLEASE DO NOT HESITATE TO CONTACT US: IFDAONLINE.ORG



Mala Parker, VP, Policy & Government Affairs, mparker@ifdaonline.org
Kristin Spiridon, Sr. Director, Policy & Government Affairs, kspiridon@ifdaonline.org
David Coffield, Director, Policy & Government Affairs, dcoffield@ifdaonline.org
Jelena Matic, Manager, PAC & Grassroots Programs, jmatic@ifdaonline.org