

A Retailers Guide to Hosting a Store Visit for Elected Officials

Why Host a store tour? It is a great way to communicate current Industry issues with your elected officials and a great opportunity to gain greater insights for your business. The tour is a terrific opportunity to educate your elected officials and give them a chance to see how their laws work in real life! It is a win-win for your store and the legislator! Store tours will benefit your Southeast Natural Products Association down the road as we monitor legislation on your behalf.

This guide is designed to help you prepare for and conduct a successful store tour for any elected official such as:

- U.S. Senators
- U.S. Representatives
- Governor
- State Senator
- State representatives
- Mayors or local Elected Officials
- And their Staff!!

Get to Know Your Legislators

Building personal relationships with legislators is key for your business, meeting with legislators mutually benefit because:

- You are the expert in your business and issues that will affect the Natural Products Industry.
- You can be a resource for information so that the Legislator can weigh how every issue “plays back at home”. Your relationship will provide them with a feel for that, as both a constituent and business owner.
- Campaigns are a great time to get to know your Legislator.
- Understand the heavy workload your Legislators have and remember to stay in contact after the initial meeting so that when issues arise, the Legislator will look to you as a resource on retail and other business issues.

Congratulations on hosting a successful visit!! Now for the Follow- Up after the Store Tour

Keep in mind the purpose of the store tour is to promote a greater understanding on the part of our elected officials as to the importance of our industry and, in particular, your business! It is important to follow-up soon after the tour to make sure that your store is remembered.

Write a thank-you note. This should include some reminders of the key points you made in your tour. You can extend another invitation to visit again for upcoming events, fundraisers, or other community events.

You should include photos from the event- Legislators enjoy receiving pictures that highlight their involvement and connections with their constituents.

Remember to send a note to any key staff person that helped organize or attended the event. Notes to them will enable your store to be a possible contact business as they frequently advise the lawmakers on issues of importance to our industry.

And, make sure to let us know how the meeting went – it helps us to be able to coordinate communications to them on behalf of the Industry.

Above all enjoy the event and know that because of your efforts you have helped promote the best interest of, not only your company, but the Natural Products Industry as well!!

((Personal Staff contact from SENPA here with website and address)))