



North Carolina Association of Mortgage Professionals

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RULES TO BE THE MOST EFFECTIVE, SUCCESSFUL GRASSROOTS CITIZEN ADVOCATE.

Be Respectful . . . Be Courteous... Be Brief . . . Be Focused

The most effective way to make your voice known on an issue is to personally contact your representatives by call, letter, email, or personal visit. It only takes a surprisingly few letters or calls to make a tremendous impact.

- **Be polite, courteous and respectful** to legislators. Even if you lose, you may live to fight another day.
- **Include the Bill number** and/or name of the legislation in all correspondences. Always.
- **Generate as many letters, faxes, emails, phone calls**, office visits and financial support as possible. Often, issues are decided on the number of contacts received by a legislator. (*Many legislators consider a personal phone call or personal letter to equate to potentially 50 votes or more*)
- **Make sure all letters, phone calls, emails and visits to your legislator are short and to the point.** A legislator's time is limited. Focus on your issue.
- **Style:** Typed letters are better than emails. Personal, hand-written letters are absolute best.
- **Getting to know a legislator's staff** is as critical to you as the legislator. Staff members often prepare issue analyses for lawmakers.
- **Know your topic.** The more information you have on your issue, the more commitment and support you can expect from your lawmaker. **Follow up** your contact to make sure legislators realize your commitment.
- **Be sure** legislators can **get back in touch with you.** Leave your name, address and phone number.
- **Leave behind a brief one page memo** as part of your contact that clearly states your position.
- **Write thank you notes** to legislators. Always. Regardless of the outcome.
- **Staying in touch** with your legislator will result in open doors that will make you more legislatively successful than the majority of constituents.

DO NOT discuss a number of issues. One or at the most two issues are as much as you should cover in one letter, email, fax, visit or call.

DO NOT bully or intimidate your legislator. Never works - honey works better than vinegar every time.

DO NOT use form letters. Form letters are rarely taken seriously.

DO NOT disregard the importance of generating multiple contacts with a legislator. 50 plus letters, emails or phone calls would be a flood of public support.

DO NOT use "insider" or industry specific jargon that may be confusing. Remember you are speaking to a legislator who may be totally unfamiliar with your issue, the terminology and exactly how you do business.

DO NOT mislead or cloud issues. If you do not know all you should know about your issue, be honest rather than risk appearing untrustworthy.

DO NOT forget that you and your legislator need each other.