

THE NATIONAL SMALL BUSINESS ASSOCIATION

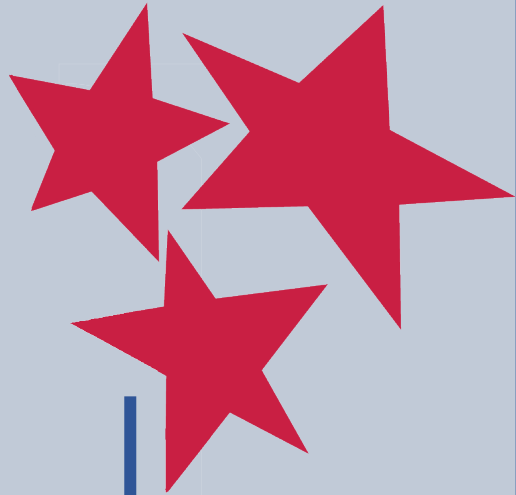


# Engaging with Lawmakers

Todd McCracken  
NSBA

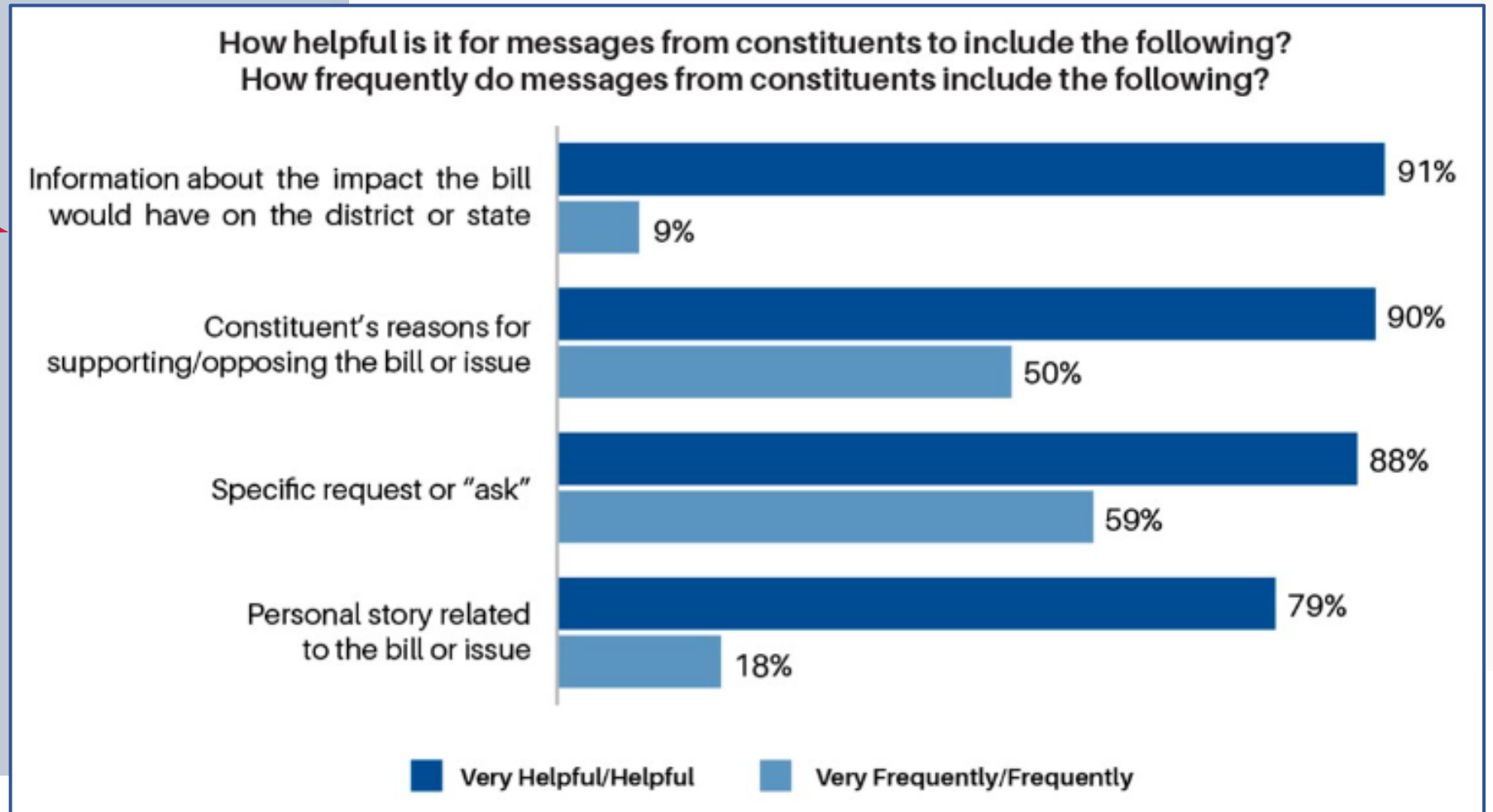


## Why Relationships Matter



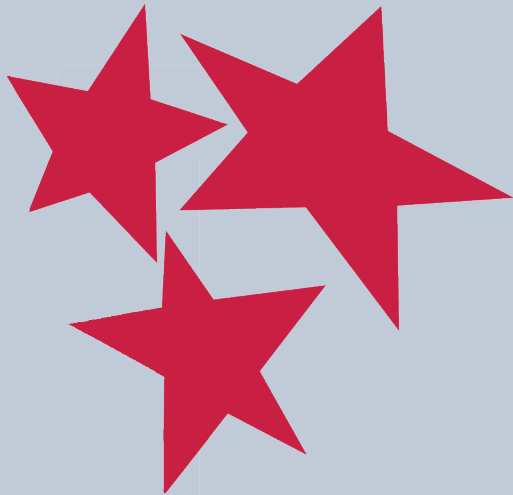
## Overwhelmed with Communications

Members of Congress are inundated with calls and emails, and it's usually interns who go through these and route them the right direction.



## Why Relationships Matter

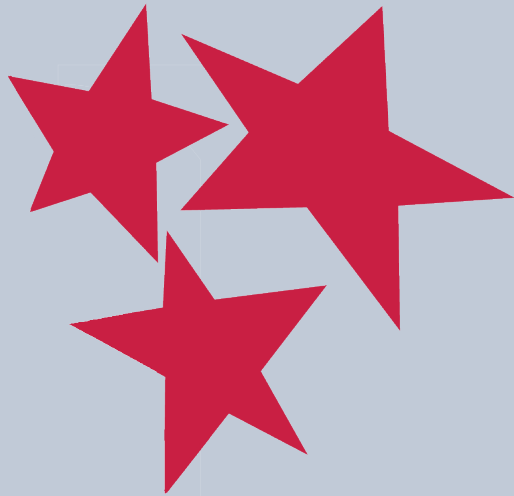
### Cutting Through the Clutter



## According to a Rasmussen survey:

- Direct constituent interactions have more influence on lawmakers' decisions than other advocacy strategies
- Congress places a high value on groups and citizens who have built relationships with the legislator and staff.
- Citizen advocates are more influential and contribute to better public policy when they provide personalized and local information to Congress.
- Citizens have significant potential to enhance their advocacy skills and influence Congress when they are properly trained

## Why Relationships Matter



## Tips from Capitol Hill

If you tell us about something that's impacting you personally, that's going to shape the work that we do on that issue.

Know where your Member of Congress stands – if he's voted 66 times to repeal a law, he's not going to change his mind.

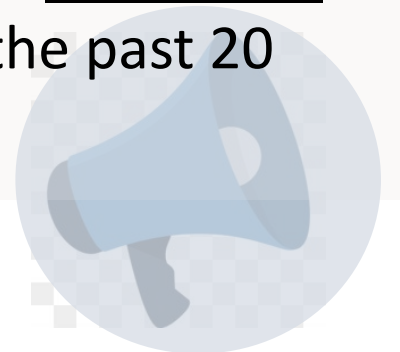
Changing a vote shouldn't be the only goal - maybe you can't get them to switch from no to yes, but you can get them to not say anything.



## Why Small Business Matters

# “Everybody Loves Small Business”

- More than **70 million** people in the U.S. work for or run a small business
- Small business is **99.7 percent** of all employer firms
- Small businesses **employ about half** of the country's private sector workforce
- Small firms account for around **two-thirds** of net new job creation over the past 20 years



# Best Practices for #SmallBusinesses on Social Media

Esther Monzon-Aguirre  
@EVServicesInc



## Benefits of Social Media Engagement

## Benefits of Social Media Engagement

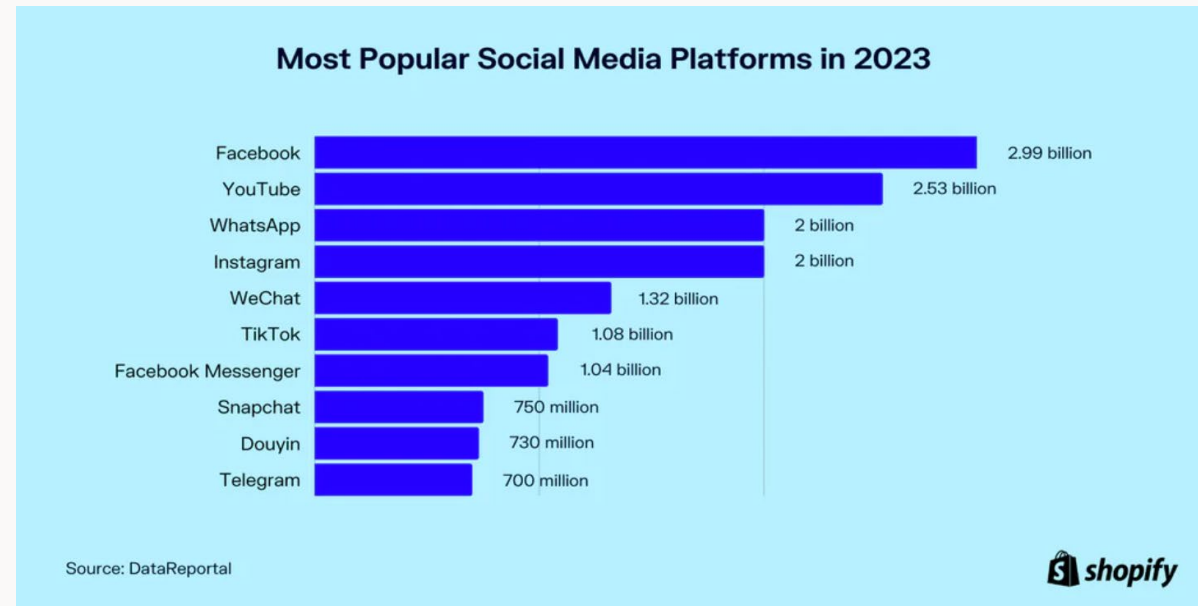
- Accessibility: Direct access to representatives for sharing concerns.
- Reach: Wider audience and potential for viral content.
- Real-time Interaction: Instant feedback and response.
- Transparency: Public dialogue fosters accountability.





## Benefits of Social Media Engagement

## Benefits of Social Media Engagement



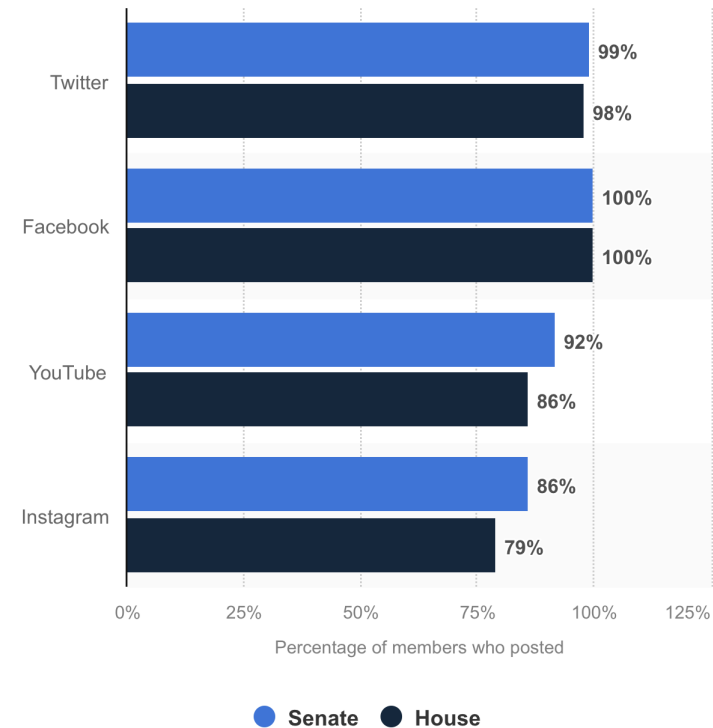
## Benefits of Social Media Engagement



## Benefits of Social Media Engagement



**Percentage of U.S. Congress members who posted on official social media accounts in 2020**



## Benefits of Social Media Engagement

“

### Understanding Your Officials

”

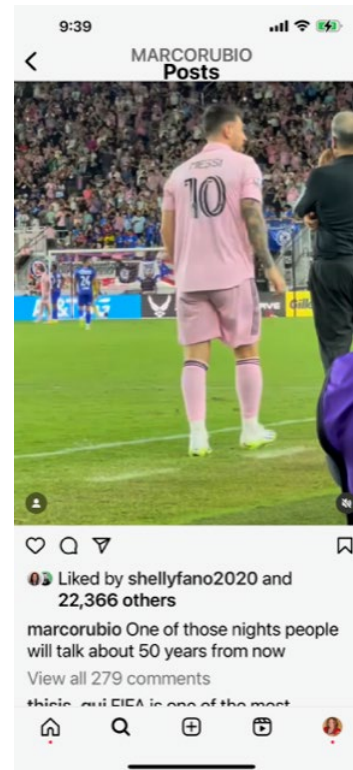
- Identify & Research Officials
- Familiarize yourself with their positions, policy stances, activities on SM
- Tailor your engagement based on their priorities/interests



# Benefits of Social Media Engagement

## Understanding Your Officials

Sen. Rubio - Instagram



Rep. Gimenez-FB



Rep. Wilson-Twitter



## Benefits of Social Media Engagement

“

Choosing Right Platform

”



## Benefits of Social Media Engagement

“

### Crafting Effective/Authentic Messages

”

- Concise & Focused
- Clear Language-Avoid jargon
- Personalize message
- Use visuals to enhance engagement



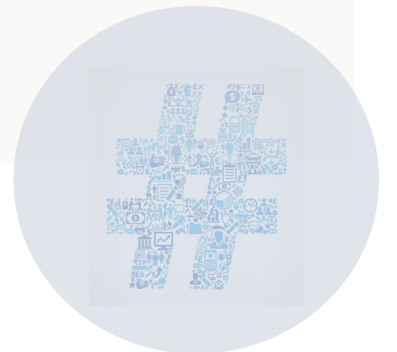
## Benefits of Social Media Engagement

“

### Using Hashtags & Trends

”

- Hashtags increase visibility
- Avoid overutilizing hashtags
- Monitor trending topics
- Tagging to increase visibility



## Benefits of Social Media Engagement

### Using Hashtags & Trends

**2X**

Tweets with hashtags receive 2X more engagement than those without hashtags.

**21%**

Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.

**17%**

Tweets that use more than two hashtags actually show a 17% drop in engagement.

HubSpot Marketing





## Benefits of Social Media Engagement

“

### Building Relationships

”

- Engage Respectfully & Professionally
- Respond promptly to interactions or responses
- Express gratitude for their accomplishments
- Focus on facts, evidence, solutions



## Benefits of Social Media Engagement

“

### Amplifying Engagement

- Encourage friends to engage as well
- Collaborate with groups
- Share, repost, comment on each other's posts

”



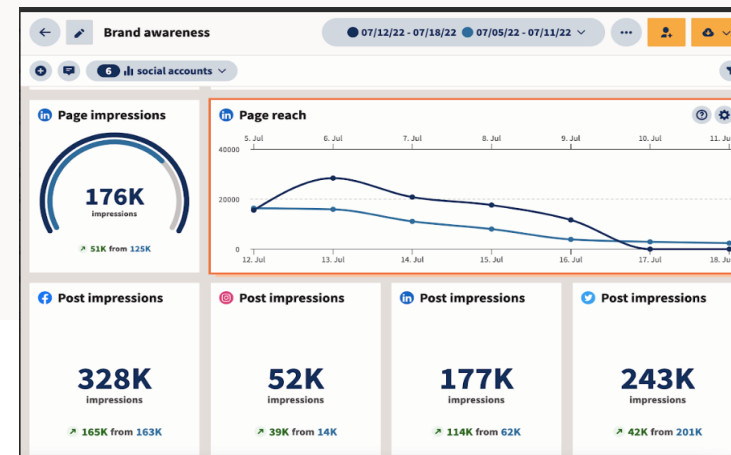
## Benefits of Social Media Engagement

“

### Monitor & Measure Impact

- Track engagement metrics for each post
- Monitor changes in officials' stance/action based on your engagement
- Be flexible - adjust posts based on what resonates

”



## Benefits of Social Media Engagement

*@NSBAAdvocate*

Engage with NSBA!

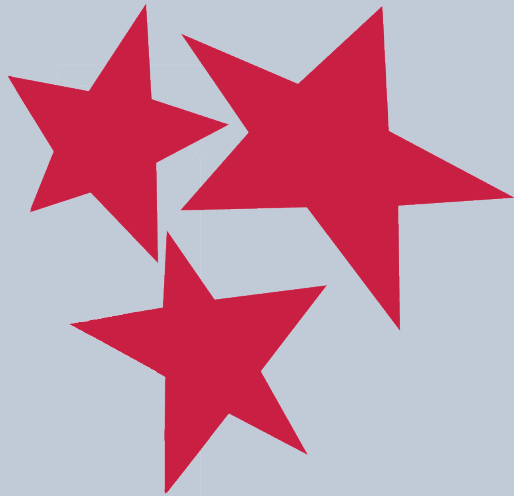


# Make the Congressional Recess Count

Reed Westcott  
NSBA



## Where to Start



## Lobbying 101

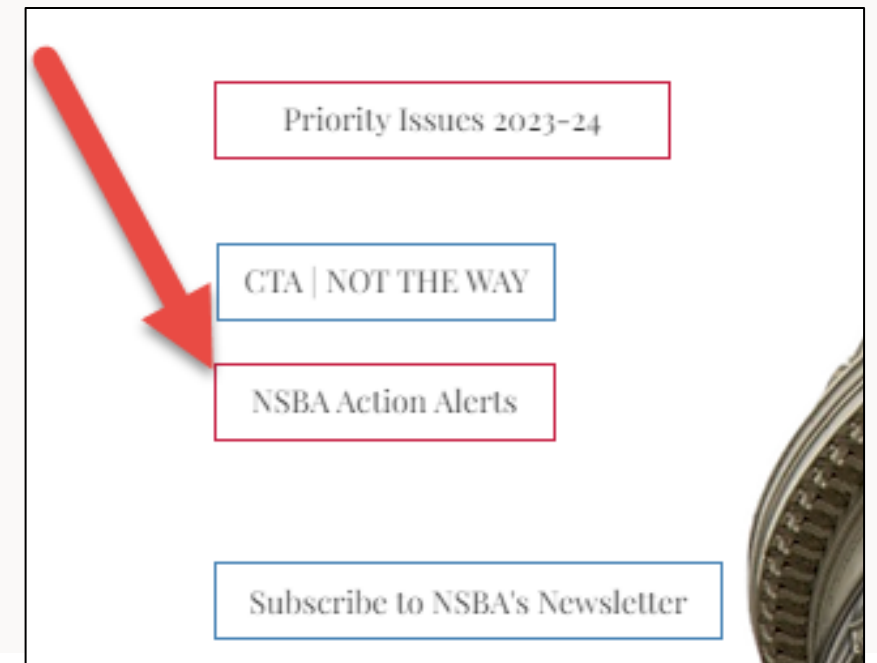
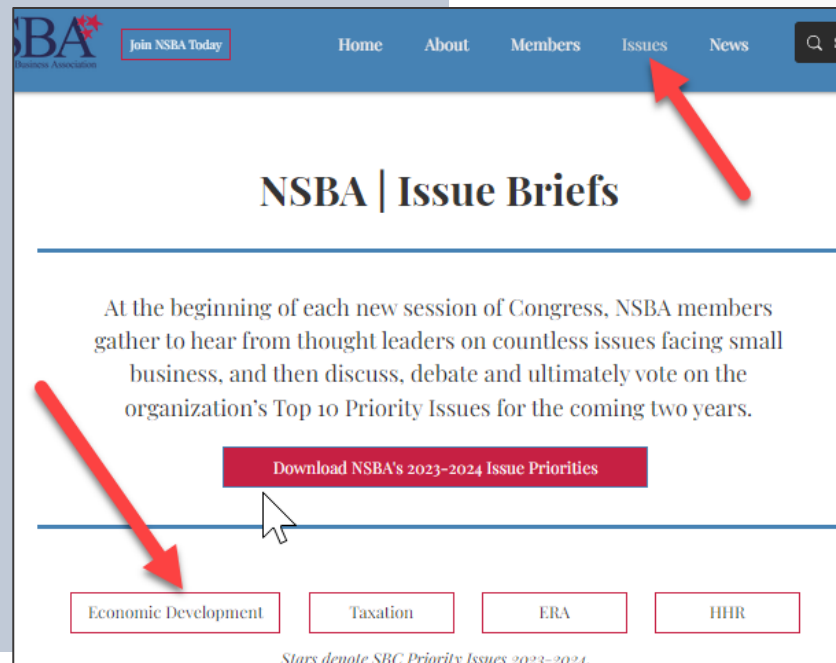
- Identify lawmakers & key staffers ([here](#))
- Begin building relationships in the office
  - Calling or emailing is fine
  - Start with Small Business Legislative Aid
  - Have a specific “ask”
  - Explain the issue & broader impact ([use NSBA briefs](#))
  - Offer up how you can help
- Invite lawmaker and/or her staff to visit your place of business
  - Invite employees or other businesses to join the meeting
  - Download NSBA’s detailed guidelines ([here](#))
- Interact on social media with the lawmaker – use restraint!

## Where to Start

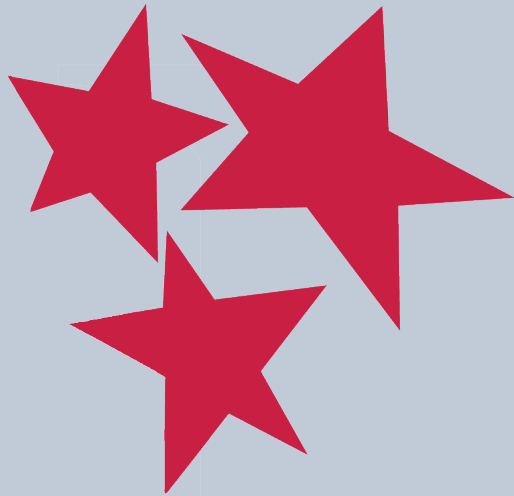


## NSBA Resources

Get the latest [legislative issue updates and briefs](#) from NSBA. In only a few minutes, you'll have the tools and background you need to make a persuasive case to your Members of Congress.



## Key Bills and Issues



## NSBA Priorities You Can Highlight

- The Credit Card Competition Act (S.1838/H.R.3881)
  - Right now, Visa and Mastercard have an effective duopoly on the credit card transaction processing market, and the net result is sky-high fees for local businesses, and fewer choices for consumers. The end result of this broken system is that the average American family pays an extra \$1000 annually due to the impact of swipe fees.
- The Main Street Tax Certainty Act (S.1706/H.R.4721)
  - After the 2017 Tax Cuts and Jobs Act, taxes on individuals, small and large businesses were reduced. However, while the big business cuts are permanent, the small business reductions weren't. This bill helps ensure passthroughs are treated fairly on tax day.
- NSBA's Corporate Transparency Act (CTA) Lawsuit
  - After years of struggling to get it passed, in 2020, big banks managed to get the CTA into law as part of the annual Defense bill. The CTA is supposed to be an anti-money laundering initiative, but instead ended up as a tool for the big banks to shift legal reporting requirements back onto their small business clients. NSBA has sued over the constitutionality of the law and are expecting a preliminary decision from the federal district court soon.





# Washington Presentation

*NSBA's Annual Fly-In*

Sept. 13-14 |  
Washington, D.C.

*DCA Hyatt Regency - \$239/night*

**Register today!**

Early Bird Member: \$395.00

*\*Early Bird Ends Aug. 22.*

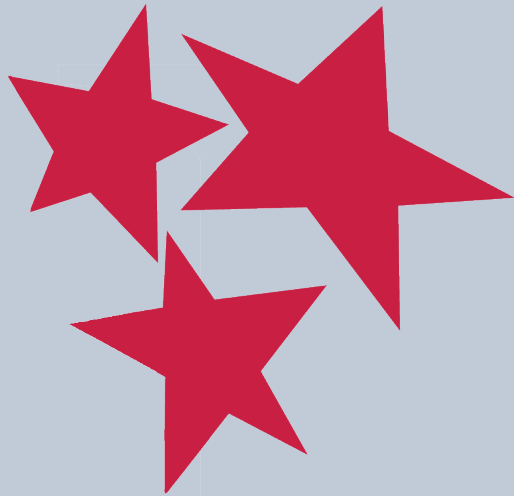
Member Late: \$445.00

Non-Member Early: \$425.00

Nonmember Late: \$495.00

**[NSBA.biz/wpregistration](https://NSBA.biz/wpregistration)**

## Washington Presentation



## What's Ahead

- ✓ White House Briefing
- ✓ Small Business Advocate of the Year Award Luncheon
- ✓ NSBA Priority Issues Update
- ✓ Reception and Social Time
- ✓ Exclusive Screening of "The Burial"
- ✓ Congressional Breakfast
- ✓ Advocacy Training
- ✓ NSBA Hill Visits

# Best Ways to Get Your Small-Business Message In Front of Congress



- ✓ Gather stats on the impacts your small business has made in your community
- ✓ Prepare a personal story to share that highlights one of [NSBA's Policy Priorities](#)
- ✓ Let NSBA help you connect with your Representative and Senators in D.C. this fall at **Washington Presentation!**

WP 2023 | [SMALL-BUSINESS FLY-IN](#)  
SEPT. 13-14 | HYATT REGENCY DCA

**[NSBA.BIZ/WPREGISTRATION](https://nsba.biz/wpregistration)**

