Grassroots ADVOCACY 101

autocare ADVOCACY



Senator Todd Young, R-Ind., visits KYB Americas Corp. to learn how the products they manufacture work and how the company affects the local and national economy.

What is grassroots advocacy?

Grassroots advocacy occurs when constituents contact their local, state or federal elected officials to share how important policy issues impact them, their businesses and their communities. This can be done in many ways: online, over the phone or in person. By participating in grassroots advocacy, you can make your voice heard in the legislative process and build relationships with your lawmakers.

Why is grassroots advocacy important?

Grassroots advocacy is a critical part of the Auto Care Association's legislative toolkit. Your elected officials want to hear directly from you as a constituent and as an industry professional. They work for you and your concerns matter! Educating lawmakers about the auto care industry and how their actions affect our businesses ensures that our interests are represented on Capitol Hill and that our lawmakers are doing their jobs with our concerns in mind. You are the best person to tell your unique story and to make connections between your elected officials and the people they serve. Remember: If you're not at the table, you're on the menu!

How can I get involved in grassroots advocacy?

The Auto Care Association makes getting involved in grassroots simple and easy. You can contact your lawmakers regarding key issues impacting the industry through our online Advocacy Center here: *autocareadvocacy.org.*

Additional ways to take action include:

- **Facility tours:** Invite your elected to official to visit your facility and to learn more about your business and the industry from first-hand experience. We are happy to guide you through this process.
- **Build relationships with your lawmakers by contacting their district office:** You will want to ask to speak with the district director or constituent services director or to ask who the best contact on your specific issue would be. Tell them your name and what company you're with, as well as your locations in the district. Tell them about your business, including how many employees you have and how the issue you are contacting them about is impacting your business. District offices can help with many different issues and are great resources for more information. Find your representative here: *www.house.gov/representatives/find-your-representative*.
- **Participate in the Auto Care Association's Legislative Summit:** Every two years, the Auto Care Association hosts the Auto Care Legislative Summit where industry professionals from across the country fly into Washington, D.C. to meet with their members of Congress. The Auto Care Association handles all the logistics, including preparation, training and scheduling. All you have to do is show up! Visit autocare.org/summit to learn more.
- **Become an Auto Care Ambassador:** Auto Care Ambassadors are leaders within the auto care industry who advocate on the industry's behalf to key audiences. Those audiences include other members of the industry, media, and elected officials at all levels. Ambassadors are the tip of the spear when it comes to advocating for the industry.

To learn more or to schedule a briefing/presentation from the Auto Care Government Affairs team, please contact the government affairs team at **governmentaffairs@autocare.org.**