Facility TOURS 101

autocare ADVOCACY

One of the best ways your lawmakers can get to know you and your business is through touring your facility in their state or district. This can be done in-person or virtually. Below are some key steps and tips for successfully hosting a facility tour.

I. Contact the Government Affairs Team to Assist with Scheduling the Tour

If you do not already have a close relationship with your legislator and would like assistance scheduling the tour, please contact the government affairs team at governmentaffairs@autocare.org. We will be happy to help. In addition to helping to coordinate the tour itself, the government affairs team can provide important resources for your meeting including legislator bios, industry economic impact infographics, and talking points on relevant policy issues. The team can also assist in sharing photos and articles from your tour on Auto Care's social media pages and in our publications like Insider Magazine.

II. Do Your Homework

Take a few minutes to visit the legislator's official congressional website and social media pages to learn more about him or her. What issues are important to them? What committees do they sit on? If they are in the House of Representatives, are they on the Auto Care Caucus? Through the government affairs team, find out from the Auto Care lobbyists what position, if any, the legislator has taken on the issues important to our industry.

III. Remember: You Are the Expert

Even if this is your first time hosting a legislator or getting involved in politics at all, there is no need to be nervous! You are there to showcase your business and tell your own unique story. It is an elected official's job to meet with their constituents and they want to hear from you. They do not expect you to be the policy experts. If they express interest in learning more about one of our industry's policy issues, simply let Auto Care know and our lobbyists will follow up with their DC policy staff. We have your back!



Dwayne Myers and Jose Bueso of Dynamic Automotive host Rep. Jamie Raskin, D-Md., for a facility tour.

HERE ARE A FEW TALKING POINTS:

- Share the story of how your business got started and talk about your company culture.
- Discuss how many people your business employs and any special hiring programs you have, e.g. pro-veteran programs.
- Discuss any ways that your business is involved in your local community.
- Show that you've done your homework and ask the legislator about an issue that is important to them. A facility tour is, at its core, a show-and-tell.
- Show them why access to vehicle data and or trade are important to your business.

IV. Take Photos

Facility tours are great content for your business's social media accounts. Industry publications have also shown an interest in covering these visits. Auto Care will be happy to share all photos and related articles on our social media pages. Be sure to let the legislator know that you will be taking pictures at the event and to tag them in your social media posts! That is a value add for them too.

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