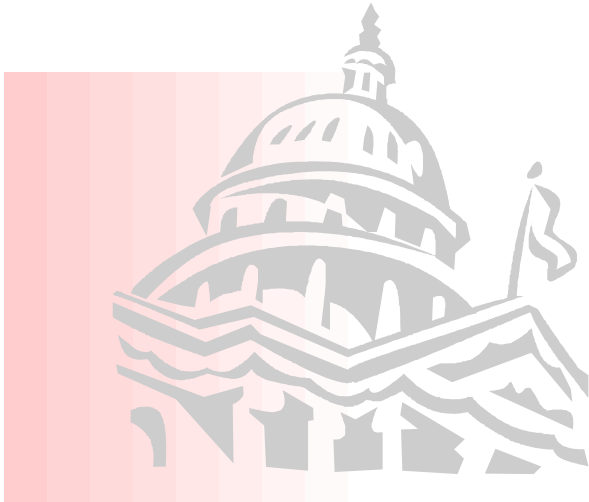


BOMA State Capitol Day 2017



Bringing BOMA Face-to-Face with Decision Makers



Building Owners and Managers Association (BOMA) International
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Building Relationships with Decision Makers

It's not who you know, it's who you get to know.

A strong advocacy program is built on relationships with those individuals who make and enforce laws impacting our industry. State Capitol Day 2017 is a time for your local association and/or state coalition to participate with other BOMA associations around the country in reaching out to government officials at the local, state, and federal levels.

BOMA associations play a critical role in developing relationships with government officials. Early this year more than twenty-five local associations held advocacy day events. We hope to see that number increase in the coming year. Please remember that it is not necessary to host a major event, such as a legislative reception, to participate. Inviting a public official to speak at a monthly meeting is another effective way to reach out - and it counts as a State Capitol Day event.

In this packet, you will find information and tips that will help you organize your State Capitol Day event. There are event ideas, suggestions for leave behind materials, lobbying tips, promotional ideas, and sample letters. If you need more information or assistance please contact Scott Morris, BOMA International's Director of State & Local Affairs, at 202-326-6364 or smorris@boma.org.

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State Capitol Day Checklist for BAEs AND Government Affairs Committee Leaders

The following tasks and corresponding monthly time-line are a recommendation and should be adjusted to fit each local association's needs.

6 – 8 Weeks Before Event

- _____ Submit letters to your state legislators and/or officials requesting a meeting with them or send them invitations to attend your event on the date you have chosen.
- _____ Publicize State Capitol Day in local newsletter - remind members of the upcoming State Capitol Day in monthly gatherings and emphasize the importance of a strong turnout.
- _____ Publicize the RSVPs from government officials to your members.

2 Weeks Before Event

- _____ Confirm meeting and/or event times with invited government officials. Provide them with an updated list of members attending.
- _____ Develop a leave behind package for government officials and prepare members for meetings.

Immediately Following Your Event

- _____ Send thank you notes to members and government officials who participated in State Capitol Day 2017.
- _____ Inform BOMA International's Director of State & Local Affairs, Scott Morris, of the number of BOMA members, legislators, and government officials who attended the event. *(Please use the event form at the end of this packet.)*

FAQs about BOMA State Capitol Day

Who should attend the State Capitol Day meetings?

State Government impacts every BOMA member's business, so BOMA International encourages all members to participate.

Will BOMA International assist the local associations in putting together their respective meetings?

BOMA International will provide local associations with ideas on how to structure their State Capitol Day. This day is primarily a local BOMA advocacy initiative and is designed to advance specifically their own relationships with legislators and government officials. As a result, BOMA International is unable to coordinate a local association's State Capitol Day.

Should we plan meetings with local officials as well as United States Congressional members?

BOMA International encourages the BAE's and BOMA local association Government Affairs Committee Leaders to schedule meetings with as many legislators and government officials as possible. Depending on a local association's priority issues, invitees might include members from the governor's staff, department heads, codes officials, and state legislative committee chairs.

Can we set up luncheons, forums, meetings, etc. with multiple officials instead of meeting with only one?

Yes. BOMA International would like to see State Capitol Day reach as many legislators and government officials as possible. We would like the local associations to determine how each may most effectively implement their own State Capitol Day.

Ideas for State Capitol Day Events

In order to conduct a successful State Capitol Day program, the local associations must have freedom in planning their individual events. Here are examples of event formats, some of which local associations have used in the past. You may use any of these ideas or develop you own event that is more suitable for your members.

- **These Boots are Made for Walkin'**
Hit the halls of the state capital. Take your members for a day of meetings with state legislators. Break the members into small groups for the meetings. End the day with a dinner meeting to share information while it's fresh on everyone's mind.
- **Eat, Drink, and Be Merry!**
Plan a reception for state legislators and other government officials. Receptions provide a more relaxed environment to speak with officials about important issues.
- **Combination Platter**
Schedule meetings with public officials during the day and host a reception in the evening. While this option is the most time consuming and expensive, associations that use this approach agree that the exposure is great.
- **Keynote Speaker**
Invite a government official to speak at a breakfast, lunch, or monthly meeting.
- **The Panel of Experts**
Invite government officials to participate in a panel discussion on a topic that is important to your members during a meeting.
- **And the Award Goes to . . .**
Start a yearly awards program to recognize state and local officials who show commitment to commercial real estate. This person supports programs, legislation or regulations that promote a positive environment for commercial real estate and opposes those that could damage the viability of commercial real estate. Officials may include state legislators, governors, mayors, council members, building officials, etc. Present the award to the official at a monthly lunch meeting or evening reception.

Tips for Leave Behind Packets

What Information is Helpful for a Public Official?

- Introduce your organization with a brief paragraph/brochure about who you represent, your size and your purpose/mission.
- Show them why they should care about your organization through state and local economic impact data.
- Tell them about your concerns and interests with position papers (*limit to 1 page!!*) and simple talking points. The BOMA International 2017 Issues Book is a great overview on issues impacting commercial real estate. **The 2017 Issues Book will be available at BOMA International's 2017 Winter Business Meeting on January 27 – 30, 2017 in San Diego, California. In addition, if you need more copies, please contact Advocacy Manager Dylan Isenberg at disenberg@boma.org.**
- Include your contact information so they can call if they need more information on your issues.

Presenting Your Packet

- Provide information in a folder. Include your name and logo on the front of the folder and a brochure about your organization in the front pocket above other materials.
- Use the same format for all position papers and talking points. Always put your 1-2 sentence position at the top. Make sure font style and size are consistent on all documents.
- Make sure your organization's name is on every sheet of information in case it gets separated from the folder. Using letterhead to print position papers is an excellent way to ensure that your contact information stays with the document.
- Include a giveaway such as a pin or squishy toy with your logo on it. **BE SURE TO CHECK YOUR STATE ETHICS LAWS FOR GIFT LIMITS FIRST!!**

The Ten Commandments of Lobbying

Never Tell a Lie

Your reputation is everything. If you don't know the answer to a question, pledge to get one as soon as possible. You lose your credibility permanently if you lie.

Be Patient

Public officials, whether elected or appointed, have many parties vying for their attention. Use your time constructively to work on your presentation while you wait your turn.

Be Courteous

Public officials and their employees and representatives are human and expect common courtesy. Plus, they may be more helpful if you treat them with respect.

Be Brief

Get in and out of an official's office quickly. Show that you know the value of his or her time.

Get to the Point

Don't beat around the bush. Keep embellishments to a minimum.

Keep It Simple

Don't be too technical, too detailed, too complex, or too oblique. Get to the point, cover the basics, and make sure the official understands your main point. Don't be condescending.

Keep Your Group Small

An unwieldy group can make everyone uncomfortable, distract from your message, and waste valuable time getting set up.

Plan Your Pitch

Make sure that a great deal of consideration goes into your position. Develop, rework, and refine your stance in advance - not in front of the official you want to impress.

Practice, Practice, Practice

Repeat your presentation over and over until it is a work of art. Nothing is more impressive to a public official than a smooth and professional presentation. Nothing is less impressive than to go in unprepared and stumble through your case. Involve all participants in practice sessions to avoid dissension and duplication among your delegation.

Don't Forget to Close

Always thank the official for meeting with you. Also, ask for the official's vote or support.

Sample Article for Local Newsletter

Reaching Out to Public Officials: BOMA State Capitol Day 2017

As in previous years, local BOMA associations across the country will be hosting State Capitol Day events on <Insert Date>. We ask that all *fill in your local association's name* members mark this date on their calendars and participate in this important event.

BOMA State Capitol Day is an excellent opportunity for you to meet with legislators and government officials. As a participant, you will have the chance to speak directly with individuals who influence the issues that impact your businesses. As *date selected* approaches, we will provide more information on the specifics of this event. For now, please confirm your participation in BOMA State Capitol Day by contacting _____.

#####

Sample Letter for Inviting an Official

Month Day, 2017

Name (refer to table below for forms of address)

Address

City, State, Zip

Dear Name (refer to page 13 for forms of address):

During the 2017 state legislative sessions, BOMA local associations across the country will be holding State Capitol Days. Fill in your local association's name will hold our State Capitol Day on fill in date you selected. We would like to schedule a meeting with you, as part of our event.

Founded in 1907, the Building Owners and Managers Association (BOMA) International is an international federation of more than 90 local associations and affiliated organizations. BOMA's 19,000-plus members own or manage more than 9 billion square feet of commercial properties in North America and abroad. The mission of BOMA International is to enhance the human, intellectual and physical assets of the commercial real estate industry through advocacy, education, research, standards and information. Fill in your local's name has ____ members and represents a combined total of more than ____ square feet of office space.

Our delegation is excited about meeting with you to discuss our issues of concern. I have enclosed a copy of the 2017 Issues Report, which highlights the issues impacting our members.

I will contact your office in the following weeks to discuss a time that you might be available. If you have any questions, you may reach me at (____) ____-____.

Sincerely,

Your Name

Your Title

Sample Thank You Letter for BOMA Members

Dear Mr. /Ms. _____:

Thank you for participating in BOMA's State Capitol Day 2017. Your participation contributed to the overwhelming success of this year's event.

When it comes to advocacy efforts, there is no substitute for face-to-face meetings with legislators and government officials. I hope you enjoyed this event and look forward to your participation again next year.

Sincerely,

Your Name

Your Title

Sample Thank You Letter for Officials

Dear Mr. /Ms. _____:

On behalf of the members of *fill in your local association's name*, I would like to thank you for participating in our State Capitol Day. We appreciated the opportunity to share with you our issues and concerns, and are very pleased that you took time out of your busy schedule to meet with us.

Insert a paragraph on issues discussed with the official and why they are important to BOMA.

Your participation contributed to making State Capitol Day a great success. We look forward to working with you in the future. If you have any questions or would like further information on issues impacting commercial real estate, please contact me at (____) ____-____.

Sincerely,

Your Name

Your Title

Forms of Address for Government Officials

U.S. Senator

The Honorable Mary Doe
United States Senate
Washington, D.C. 20510
Dear Senator Doe:

State Senator

The Honorable John Doe
State House
Street Address (if available)
City, State, Zip
Dear Senator Doe:

State Assemblyman/woman

The Honorable John Doe
State House
Street Address (if available)
City, State, Zip
Dear Mr. Doe:

Commissioner

The Honorable John Doe
Street address
City, State Zip
Dear Mr. Doe:

U.S. Representative

The Honorable John Doe
U.S. House of Representatives
Washington, D.C. 20515
Dear Mr. Doe:

State Representative

The Honorable Mary Doe
State House
Street Address (if available)
City, State, Zip
Dear Ms. Doe:

Mayor

The Honorable Mary Doe, Mayor of _____
City Hall
Street Address
City, State Zip
Dear Mayor Doe:

City Council

The Honorable Mary Doe
City Hall
Street address
City, State Zip
Dear Ms. Doe:

ATTENTION: Your Name
FAX: Your Fax Number

BOMA State Capitol Day 2017 Evaluation Form

Name: _____

Local Association: _____

Phone Number: _____ E-mail Address: _____

Did you find State Capitol Day 2017 a valuable event? _____

What did you like most? _____

What did you like least? _____

Would you participate in another State Capitol Day?

Please return your completed evaluation form via fax

ATTENTION: Scott Morris
FAX: 202-326-6377

BOMA State Capitol Day 2017 Event Form

Please complete this form and return to it Scott Morris at BOMA International **immediately following your event.**

Name: _____

Local association: _____

Final number of BOMA members in attendance: _____

Final number government officials who participated: _____

Please list the names: _____

Please describe the format that you used for your event (*e.g. lunch with invited guest, meetings at state capitol, legislative reception*): _____
