

## **Native Plants Business Sign-on How-to**

**The Goal:** To get local nurseries, garden stores, landscapers and other small businesses in all 120 NC House Districts to sign our letter supporting Senate Bill 628 and show lawmakers that there is widespread support within their district.

[Here's a link to the Business Sign-on Letter.](#)

[And here's a printable version.](#)

**Overview:** We are rallying as much support as we can for the Native Plants Bill using the business sign on letter.

You might coordinate your business outreach efforts with your local Audubon chapter's advocacy committee, so you can keep track of who has been contacted. But you're also welcome to reach out to businesses on your own. Every business that signs on gets us one step closer to passing this bill! [Here's our current list of sign-ons.](#)

### **Step One: Who to reach out to**

Local businesses that work with native plants or could potentially work with native plants. This could include local nurseries, landscaping companies, garden stores, and landscape design professionals who appreciate the importance of native plants. Start by looking for companies that already grow or sell native plants. We want to find friendly allies!

A simple Google search is a good way to begin. You can also search for local nurseries using [Audubon's Native Plants Database](#), or ask the native plants experts at your local Audubon chapter which local businesses they use.

### **Step Two: How to reach out**

You can reach out in person or via email.

If you visit a business in person, ask to speak to a manager or owner, and bring a printed version of the business sign-on letter ([available here](#)). Key messages to say are included below.

If you send an email, you can use the email language below. Be sure to follow up weekly if you don't get an initial response, and an in-person visit always helps.

#### ***Email language:***

Dear BUSINESS NAME,

I am a member of INSERT AUDUBON CHAPTER NAME and am gathering support from local businesses for an important native plants bill in the N.C. General Assembly.

Senate Bill 318 would ensure native trees, shrubs, and flowers are used for landscaping on state property. Not only will the bill create more bird and pollinator habitat, it will also help grow the market for native plants across our state and benefit small businesses like yours.

Please consider adding your business to our Native Plants Bill Business Sign-on Letter. [You can sign electronically here.](#)

Let me know if you have any questions, and thank you for considering this important issue.

### **Step Three: What to say**

Our message is simple: Senate Bill 318 will grow the market for native plants in North Carolina.

It will create more bird and pollinator habitat and make it easier for landscapers, nurseries, and other small businesses to grow, sell, and plant more of North Carolina's amazing flora.

We will deliver all business names to our state representatives during the upcoming legislative session.

### **Tough questions you might get:**

Q: What will you do with the letter?

A: We will deliver it to your state lawmaker during the upcoming legislative session.

Q: Do you need the name of the business owner?

A: We need the name of the person who is signing on behalf of the business, but it doesn't necessarily have to be the business owner.

Q: What businesses are eligible to sign on?

A: Any business that works with native plants in any capacity or could in the future (especially if the market grows because of this bill).

Q: Can my business share the letter with others?

A: Of course!

Q: Is there anyone at Audubon North Carolina who can answer more questions?

A: Reach out to Ben Graham at [ben.graham@audubon.org](mailto:ben.graham@audubon.org) or 919-880-3793.