

MVCAC Grassroots Advocacy Toolkit

Outreach Best Practices

- MVCDS should regularly reach out to local, state, and federal elected officials to strengthen relationships, encourage collaboration, and update them on district-specific challenges and efforts.
- MVCDS should also maintain their own list of local contacts and use that for relationship building.
- For legislative outreach, send an email to the scheduler or district director if you are requesting a meeting in the district
- Legislators are typically in their districts on Fridays and during legislative recesses. These are good times to invite them to tour your district.
- If more than one MVCD falls into a legislative district, coordinate outreach with the other MCVDs to offer tours at different times.
- Read your legislators' bio before meeting with them.
- Review the MVCAC materials and determine what additional district-specific materials to add.
- Take photos during the tour and share in your newsletter and on social media (be sure ask if you can tag the legislator).
- Send photos to Kate Peyser, Digital Communications Manager at AMG, so she can share on MVCAC's social media platforms: kpeyser@amgroup.us

Introductory Meeting Email for New Legislators

Dear [district director],

I'm writing to request a meeting to discuss the work [XX MVCD] is doing to protect residents in [insert county name] from mosquito-transmitted diseases. We are an important resource in your district and would like to tell you about the different programs we have to prevent the spread of mosquito-transmitted diseases locally.

As invasive *Aedes* mosquitoes continue to spread throughout California, we've adjusted our operations because these mosquitoes are very hard to control and are capable of transmitting dengue, chikungunya, yellow fever, and Zika. In addition to combating the spread of invasive mosquitoes, we work each year to prevent the spread of West Nile virus and other vector-borne diseases.

I've attached some factsheets describing mosquito control issues throughout the state as well as some materials specific to our mosquito control district. Please let me know when you are available for a meeting - I am happy to come to your district office or you are welcome to come to our MVCD to see operations first hand.

Sincerely,

XX

Tour Invite Email

Dear [Name],

I'm writing to invite [legislator] to get a firsthand experience of the local work we're doing to protect residents in [insert county name] from mosquito-transmitted diseases. For XX years, XX MVCD has been working to protect public health. We invite you to tour our facility and learn more about integrated vector management and the different programs we have to prevent the spread of mosquito-transmitted diseases locally.

As invasive *Aedes* mosquitoes continue to spread throughout California, we've adjusted our operations because these mosquitoes are very hard to control and are capable of transmitting dengue, chikungunya, yellow fever, and Zika. In addition to combating the spread of invasive mosquitoes, we work each year to prevent the spread of West Nile virus and other vector-borne diseases.

We are an important resource in your district and welcome the opportunity to meet with you and your staff. Our office is located at XX. We estimate a district tour and discussion will take about 90 minutes. Please let me know if you are available on XX, XX or XX.

Sincerely,

XX

Tour Considerations

- Personalize your outreach email with any district news, important changes or incentives. If you're providing coffee and pastries, lunch or a brown bag lunch they can take to go, mention it in your email.

- Start the tour in a meeting room and include time for staff introductions and a short presentation about your MVCD - you can use the [MVCAC storymap](#) or other visual illustrations (no more than 30 minutes)
- Prepare a folder with important informational materials including fact sheets, brochures, etc.
- Create an agenda - make sure the event is not too long and that it includes time to tour your district.
- Consider adding a media component or a hook to draw electeds attention - anniversary celebration, drone demonstration, etc.
- If you are having trouble garnering interest for a tour at your district, other ideas to engage them include setting a mosquito trap near their legislative office, in a nearby neighborhood or their hometown within your district and inviting the elected official to come set or pick up the trap with you. You can also do a field identification and possibly meet up with the local vector control technician.