



MCA Talking Points for Legislative Day

Whether you speak to a state legislator or members of their staff, please try to cover the points below. Practice and preparation will help the visit be effective.

Who are we?

Identify yourselves and your Community Action Agency (CAA). Indicate that you are represented by a statewide association known as Michigan Community Action or MCA.

Point out that you or your agency reside or are in the legislator's district.

If there are previous times you have interacted with the legislator or if you know of mutual acquaintances (board members, county commissioners, etc.), mention those, too. Small talk doesn't hurt!

Note: MCA has data on poverty by Legislative District that you can download and print for your meeting as a leave behind. They can be found on MCA's website at <https://mcac.memberclicks.net/data-by-district> or by contacting ncaroen@michigancommunityaction.org.

Why are we contacting them?

May is Community Action Month, nationally and in Michigan. We're recognizing it by having Community Action Agencies or CAAs from all over the state call in and share information about their organizations.

We're here to let you know about what our CAA is doing to help people in your district.

Let them know you are a constituent service resource they can call on when district residents are having difficult economic situations.

Tip: Mention the number of people and families your agency serves, and the main types of programs and services you offer. Share promotional materials from your agency and/or MCA, including our state advocacy agenda, included in your email.

This is a great opportunity to share stories of individuals or families that have been helped, particularly in the recent crisis of COVID.

Invite them to the MCA Awards, it is virtual! It will be held at noon, May 19, 2021. You can share the meeting registration with them:

<https://zoom.us/meeting/register/tJctdeuorDMrGtAFRcvkY0qE3ViHJgCMAGCi>

Other notable attendees will include agency directors and staff from MDHHS, MSHDA and other legislative leaders. We will be awarding the MCA Legislator of the Year Award and recognizing outstanding agency clients and volunteers as well for 2020 and 2021.

We are expecting a proclamation from the Governor commemorating Community Action Month in Michigan.

Close with a Thank You!

We appreciate the bipartisan support Community Action receives in Lansing.

We look forward to working with you on Michigan's ongoing economic recovery.

Tip: Ask who you can talk to about scheduling a visit to your CAA in the future to participate in an activity at your CAA (read to kids, pack food boxes, visit a weatherization site, other community event, etc.)

Follow up:

Email ccanfora@micommunityaction.org and let MCA know about your contact so we can track outreach. Send a thank you note or email, and or tweet or post on Facebook/Instagram to thank the legislator for meeting with you!

Tip: Many of the staff in legislators' offices are young. They respond well to social media.