

DEVELOPING RELATIONSHIPS WITH YOUR LEGISLATORS

Legislators are like us, many times they only know about a topic by what they see in the paper or google. Are they getting a positive story about McKay? You google it and see.

- I. Do you know who your legislators are and what committees they serve on? Go to:
www.myfloridahouse.gov www.flsenate.gov for information.

FACES FACTS FREQUENCY

II. FACES

- A. The McKay Scholarship DID NOT happen because it was the right thing to do. It happened because a parent, John McKay, had a child the public school could not serve. He had a face to connect with a problem.
- B. Meet with your legislators ALWAYS with a parent.
 - 1) Make an appointment before the legislative session at their office.
 - 2) Invite them to your school – make it a photo op.
- C. Prepare a file folder with McKay Scholarship on the tab. (Put your school name below.)
 - 1) They are more likely to file this in their file drawer rather than their trash bin.
 - 2) Put in the Fact Sheet but also your school brochure and information.
 - 3) ALWAYS prepare a folder – when they go to file it, they can consolidate.
- D. Aides are important faces.
 - 1) The legislative aides can be your most important ally.
 - 2) Develop a relationship with the aide. Obtain his email and number.
 - 3) Ask the aide if you can send him your email newsletters and get his email address. On the first one you send, contact and see that he received it.

III. FACTS

- A. The Fact Sheet is a good start. Many think they know what The McKay Scholarship is about but don't really.
- B. Don't overwhelm them with facts.
- C. The Coalition of McKay Scholarship Schools Position Paper is a good resource for you to use to be able to discuss why required school accreditation, required teacher certification, required testing are issues that would destroy the McKay Scholarship.

IV. FREQUENTLY

- 1) Snail mail is best for long term relationships.
- 2) Put the legislator on your mailing list for events and information.
- 3) If there is a good article in the paper, send it to the legislator.
- 4) If you are developing a program or have some significant event, send to the aid and legislator.