

Legislative Calls to Action Step-by-Step Guide



How NARPM Can Help

Here at NARPM, we have a system in place to help our NARPM members in the creation of their calls to action. If provided with complete information, we can get a call to action out the door in a matter of minutes. In addition, if you are not sure about a proposal, we can help synthesize legislative ideas and advise on strategy to influence legislation to better our industry, and if a call to action is necessary, we can get that out the door the same day.

What is a Call to Action?

A call to action is a message that an organization like NARPM sends to help mobilize its members by calling on them to action in order to influence public policy. For most calls to action, this will involve contacting local, state, or federal policymakers via email on a pending proposal. We have put together a step-by-step guide to help you and your chapter in the creation of a call to action. It's important to note that at any time in the process you need help, you can always reach out to NARPM National at legislativeinfo@narpm.org

Steps to Creating an Action Alert

1

NARPM Chapters may request a call to action. Such request must be authorized by either the Chapter President or Legislative Chair. The request can be sent to the NARPM Advocacy Team at legislativeinfo@narpm.org. If the request is in an area of the country where we do not have a chapter, just contact the Advocacy Team directly.

2

The request should provide a brief description of the proposed legislation, ordinance, or regulation. The more detail and background you can provide about what the proposal does and what the concerns are, the easier it is to write an effective call to action.

3

Please list the specific action steps taken by both the members you are sending the action alert to and the legislators receiving the alert. This step will include asking people to call, write, or visit their legislator and urge them to vote "Yes" or "No" on a specific bill. For example, "Contact your State House Member or State Senator and urge a 'No' vote on Senate Bill ##."

4

We have found it best to issue calls to action only for the most important bills. Calls to actions on multiple small issues dilutes the impact of calls to action on important issues. Moreover, this helps to prevent NARPM members from feeling overwhelmed with too many emails and alerts.

5

If the call to action is one that we draft, we will share it with the Chapter President and/or Legislative Chair (or their designee) prior to sending since the call to action will be sent in the name of the chapter.

That's all there is to getting a call to action done!

