
LITTLE BLACK BOOK OF LEGISLATIVE SUCCESS

**NOT
SECRET**

WWW.PPAILAW.ORG

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Introduction

The Little Black Book of Legislative Success, first launched at PPAI's 2009 RAC Leadership Development Workshop, offers you:

- Statistics you can use when advocating on behalf of the industry
- Guides to contacting political officials during different legislative seasons
- Strategies to employ when addressing political officials
- Directions to other online advocacy resources

If you have any questions regarding the information presented in this resource, need help establishing a legislative committee, or lack the resources to advocate for the industry at the state or national level, please don't hesitate to contact PPAI's Public Affairs or Regional Relations departments.

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FEDERAL

U.S. Senate: www.senate.gov

U.S. House of Representatives: www.house.gov

Meets: Annual - All year*

Promotional Products Industry National Stats*

Reseller (Distributor) Sales Revenue: \$16.56 Billion

Manufacturer (Supplier) Sales Revenue: \$12.42 Billion

Total Promotional Products Companies: 32,837

Industry Jobs: 457,627

Percent of Companies that are Small Businesses: 96%

CALIFORNIA

Legislature: www.leginfo.ca.gov

Meets: Annual - January to August*

Promotional Products Industry State Stats*

Reseller (Distributor) Sales Revenue: \$1.57 Billion

Manufacturer (Supplier) Sales Revenue: \$1.76 Billion

Total Promotional Products Companies: 4,560

Industry Jobs: 47,110

Percent of Companies that are Small Businesses: 97%

**See disclaimers on page 5*

***DISCLAIMERS**

1. Reseller (Distributor) Sales Revenue: Breaking down the national estimate into state components increases the potential for error. State estimates, therefore, are not within customary statistical standards of reliability and should be used with caution. Note also that state estimates are not always in proportion to state populations. This is because many large distributors have headquarters in small-population states. Companies may also report for branches located in other states, and thereby these figures do not reflect actual volume done in a state. This is only an estimate.
2. Manufacturer (Supplier) Sales Revenue: Statistical information was drawn from the PPAI membership and UPIC Directory, which rely on self-reported data; therefore, this is only an estimate. Distributor sales volume is estimated to equal promotional products revenue in a given state or country. Adding supplier and distributor sales volume together will not equal total promotional products revenue in a state because it would amount to double counting and is strongly discouraged.
3. Industry companies and jobs: Information on total number of companies and industry jobs was drawn from the PPAI membership database and UPIC Directory, which rely on self-reported data. Data may not be updated on a regular basis; therefore, this is only an estimate.
4. Percent of companies that are small businesses: Small business is defined as reported revenue of less than \$5 million. Data was drawn from the PPAI membership, which relies on self-reported data. The margin of error at a 95 percent confidence level is ± 0.84 percent.
5. Meeting Dates: Dates are approximate. Check website.

How To Be Legislatively Active

1. ***Be aware*** of your state and national political process
 - Check your state information at www.ppailaw.org often
 - Know who represents you at the state and national levels by checking your state legislative website and then go to “Find my Legislator” or “Who Represents Me”
 - Read, respond, and forward PPAI Action Alerts
2. ***Influence*** the political process by building relationships
 - Know your legislators’ interests and activities.
 - Are they part of a political party? On what platform did they run their campaign? Are they part of any committees that have special jurisdiction over some aspect of the industry?
 - Contact your legislators regarding policy
3. ***Stay connected*** with your clients, associations and industry contacts
 - Forward Action Alerts onto other members and ask them to respond
 - Share what you learn with industry contacts
 - Be supportive of your association’s Legislative Committee

Contacting Your Legislators

During Session

1. Personal visits — small or large groups
2. Personal e-mails or letters (see samples from PPAI)
3. Phone calls made directly to the offices
4. Postcards or letters that are part of a letter campaign
5. Hold an event, information session or reception

Off Session (when the legislature is not in session)

1. Off-session time should be focused on creating a relationship with your elected officials and learning about upcoming legislation
 - a. Contact their capitol or district offices to learn about their schedules
 - b. Schedule an in-person meeting, attend one of their events and introduce yourself afterward, or invite the official to a site visit or possibly to speak to your association
 - c. When you meet them make sure to have: business cards, a promotional item and industry information
 - d. Offer yourself as an industry and small-business information resource
 - e. Offer your promotional products services
 - f. Send a hand-written thank you note and include your business card

What To Say

Three C's of lobbying: be concise, credible, and cordial

1. Concise: Tell them who you are, why you are contacting them, make your case, and be specific about what you want them to do.
2. Credible: Remember to reference the legislation you are concerned about with statistics and facts supporting your position. While this will maintain your credibility, don't forget to include personal stories, which can make a unique impact.
3. Cordial: Be polite throughout all communication and remember to thank them for their time and consideration.

Glossary

Action Alerts—e-mail alerts that request action

Advocacy—pursuit of influencing an outcome

Constituent—a citizen who is represented in a government by officials for whom he or she votes

Legislation—a proposed or enacted law, or group of laws

Legislative Session—the period that the legislative body meets and actively votes

Legislature—an organized body having the authority to make laws (state level)

PPAILAW.org—PPAI's website for info about federal and state legislation

Pledge Your Commitment To Be A Voice For The Industry



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