

Making the Most of Legislator Outreach and Grassroots Advocacy

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Lobbyists have a role to play, ...



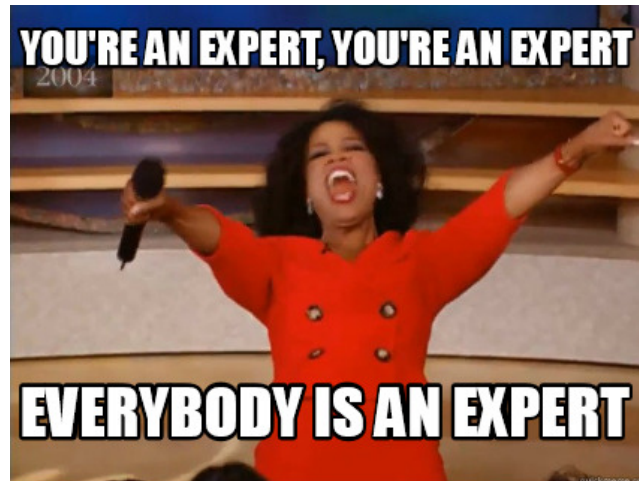
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... but you are the expert



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Before Your Meeting



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Delivering an Effective Message – DO's

- Keep it brief
- Keep it simple
- Make it memorable and personal
- Make an ask
- Leave behind materials
- Encourage them to contact you
- Follow up – Say thank you



DOs

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Delivering an Effective Message – DON'Ts

- Don't get overly complicated
- Don't be argumentative or disagreeable
- Don't discuss campaign contributions
- Don't forget to say thank you



DON'Ts

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Get Social

- **Take a picture** with your legislator to share on social media
- **Tag** the legislator(s) in the post
- **Keep it short**



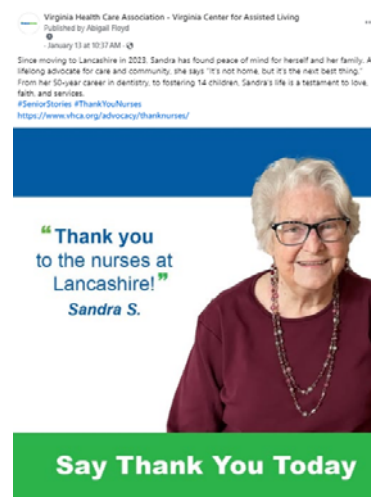
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Organic Content: Telling Your Story



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Faces and Stories | Thank a Nurse Campaign

Virginia Health Care Association - Virginia Center for Assisted Living
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Evelyn lights up Autumn Care of Mechanicsville with her kindness. A former employee of VCU Health, she now serves as resident council president. To the nurses who care for residents like Evelyn, thank you!



"Thank you to the nurses at Autumn Care of Mechanicsville!"
Evelyn Tunstall

Say Thank You Today

VHCA/ORG
Celebrating Compassion: Thank You, Nurses!
Join us in thanking the incredible nurses who make a difference.

Learn more

8 comments 6 shares

Virginia Health Care Association - Virginia Center for Assisted Living
Sponsored - Paid for by Virginia Health Care Association-Virginia Center for Assisted Living

Vietnam veteran Mr. G has been a calming and inspiring presence at Coliseum Nursing and Rehabilitation Center since 2021. A successful entrepreneur, his humility and dedication to his community have earned him respect from everyone around him.



"Thank you to the nurses at Coliseum Nursing & Rehabilitation Center in Hampton!"
Mr. G

Thank a Nurse Today


VHCA/ORG
Honoring the Steady Presences of Residents - and the Nurses Who Support Them

Learn more

5 comments 6 shares

Virginia Health Care Association - Virginia Center for Assisted Living
Sponsored - Paid for by Virginia Health Care Association-Virginia Center for Assisted Living

At Loudoun Rehabilitation and Nursing, the walls are adorned with vibrant art thanks to the incredible talent of resident, Howard True. Behind every masterpiece are the compassionate nurses who nurture his creative and resilience.



"Thank you to the nurses at Loudoun Rehabilitation & Nursing!"
Howard True

Say Thank You Today

VHCA/ORG
Celebrating the Artistry of Our Residents - Thank You, Nurses!
Join us in thanking nurses and the vibrant communities they help build.

Learn more

1 share

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Budget Call-to-Action Campaign

Virginia Health Care Association - Virginia Center for Assisted Living
Sponsored - Paid for by Virginia Health Care Association-Virginia Center for Assisted Living

Help secure funding for the nurses who care for Virginia's most vulnerable. Contact your legislator and make your voice heard!



**Virginia Nurses:
Heart of Long Term Care**

Contact Your Legislator

VHCA/ORG
Care Starts Here
Ask Virginia legislators to support increased funding for nurses at long term ...

Learn more

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Virginia Health Care Association - Virginia Center for Assisted Living
Sponsored - Paid for by Virginia Health Care Association-Virginia Center for Assisted Living

Virginia's nursing home residents depend on dedicated nurses. Let your legislator know they need increased funding to meet staffing needs.



**Nurses Care for
Our Most Vulnerable.
Let's Care for Them.**

Contact Your Legislator

VHCA/ORG
Stand Up for Nurses, Stand Up for Care!
Ask Virginia legislators to support increased funding for nurses at long term ...

Learn more

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Budget Awareness Campaign



Support Virginia's
Long Term Care Nurses.
Fund Staffing Standards.



Support Virginia's Most Vulnerable.
Fund Staffing Standards.

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Share Your Story – Contact Your Legislator

bit.ly/support-LTC-nurses



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Questions or Comments?

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