



HOSTING FEDERAL ELECTED OFFICIALS AT YOUR WIND FARM OR FACILITY

Congressional recess is an ideal time to meet with your federal officials and host them at your wind project or manufacturing facility. Both of these locations have ideal traits for events with elected officials: they are job creators and they make for great photo opportunities.

1. Check with AWEA for targeted elected officials

Check with your liaison on the AWEA Federal Affairs Committee, Communications Committee or American Wind Week Steering Committee.

2. Extend an invitation

Let them know that American Wind Week is happening August 11-17, 2019 and that other Members will be participating in visits during this week. You'd prefer they visit during that time, but remain flexible.

2a. With an existing connection

You may have an existing relationship with the office scheduler, or have hosted the Member before. That's great - leverage your connection to extend an invitation via phone or email.

2b. First-time invitation

Invite your Member as far in advance as possible. Call the district or state office and ask how to submit formal meeting requests. Include as many details as possible in your invitation (preferred dates, address of facility, point of contact, what the event will entail). Don't be shy in following up on your invitation if you do not hear back.

3. What's your draw?

Members receive many invitations to events during recess. Think through what will make you stand out. Is there an announcement or press opportunity the Member can be part of (e.g. are you announcing new jobs, a new project, or celebrating an anniversary)? Can the Member climb a tower, or participate in the manufacturing process? Will they have a speaking opportunity? Keep in mind: American Wind Week is also a draw!

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4. Inform AWEA when your event and/or member is confirmed

AWEA will add your event to our online listing (with your permission). Keeping AWEA informed will help us coordinate activities throughout the week.

5. Prepare your staff and event location

Assign staff to particular roles during the visit (e.g. Who will: welcome the member, lead the tour, participate in discussion/tell their story, take photos, post on social media, follow up with the office, etc.) Choose where you may set up photo opps and prepare for any activities the Member will be doing (climbing a tower, walking on the assembly line, participating in a portion of the production process).

6. Sample visit

- Welcome Member at facility entrance. Consider posting welcome signage.
- Tour the wind farm or manufacturing facility. Take photos and share them on social media using #AmericanWindWeek.
- Engage in conversation about top messages/issues and how they affect your company.
- Small group discussion or short one-on-one conversations with employees.
- Provide with your company literature and AWEA fact sheets.
- Write a note thanking the Member for visiting. Ask the staff he/she met with to do the same. Emphasize the points you touched on during the visit.

7. Additional tips

- Let your employees (the Member's constituents) be the stars of the show. Coach them in telling their story and provide them one-on-one time with the member.
- Consider hiring a professional photographer or videographer to capture the event. The Member may also have a staff photographer who you can work with for quality images.
- Allow the Member to have a hands-on or memorable experience during the visit. Climbing a tower, packaging a product, or having a novel activity planned can help engrain the visit in his/her memory.
- Make sure you show appreciation for something the Member has recently accomplished.
- Contact the media and invite them to attend the event.