

TWGGA MEMBER

VineRoots

ACTION PACKS

MASTER CALENDAR





INTRODUCTION

This series of TWGGA Member Action Packs is designed to engage TWGGA members in legislative advocacy on behalf of the wine and grape industry. Each member can choose as few or as many of the individual activities they would like to conduct to contribute to this overall industry effort. Members may select to host elected officials at their winery/vineyard, to raise funds for candidates or officials, to educate officials on industry needs, and/or to participate in our legislative day at the State Capitol in Austin.



MASTER CALENDAR

STATEWIDE GRASSROOTS COORDINATOR TIMELINE

NOVEMBER Begin sign-up for regional and local VineRoots coordinators.

DECEMBER Begin collecting volunteer list of employees or customers who can help with GOTV efforts for local TWGGGA supported candidates.

DECEMBER Format your customer list so that it can be utilized on behalf of TWGGGA supported candidates. This does not mean “release” your lists to outside groups or interests; instead, be prepared to contact your customers directly through your own system and inform them of the candidates you support and why. Voters are always looking for candidate information from trusted sources. Your regular customers will appreciate your point of view.

JANUARY ON Visit with candidates to discuss issues of interest to TWGGGA members. This is an ongoing process. Every cycle new people run for office; take the time to get to know them better. As each election draws near, that time is at a premium. **START EARLY!**

JANUARY–MARCH/SEPTEMBER–OCTOBER Offer the use of TWGGGA/VineRoots participant facilities to local candidates that TWGGGA is supporting for meet-and-greet opportunities and fundraising. Coordinate with the statewide VineRoots coordinator to ensure other TWGGGA members in the area are informed. Request TWGGGA PAC support for the candidate in advance so that TWGGGA PAC board can approve expenditures and release funds in a timely fashion.

JANUARY 2 Encourage all winery employees to register to vote if they are not already registered. Explain the importance of voting and how important government and the Texas legislature in particular is to the continued success of your winery. (Note: You cannot coerce or threaten employees to vote a particular way.) Keep voter registration cards at your winery. Encourage your customers to register to vote. Make sure they understand the significance of the Texas Legislature on your business in particular and the wine industry in general.

JANUARY (late) Final day to register to vote for the March primary.

FEBRUARY 1 Offer the volunteer efforts of you and your employees to candidates you are supporting by supplying needed campaign space at your facility, phone banking, block walkers, etc. This type of support will long be remembered by the candidate and makes a greater impact than most “monetary” contributions.

FEBRUARY (mid-month) First day of early voting.

FEBRUARY (late) Last day of early voting.

MARCH PRIMARY

MAY PRIMARY RUNOFF

JULY Reserve Capitol space for TWGGA Legislative Action Day at the Capitol.

SEPTEMBER-OCTOBER Campaigns get into high gear for the general election. Event space and volunteer efforts are greatly needed and appreciated at this point in the campaign cycle. Just like the earlier primary, offer this type of support to those candidates you are supporting for the final run up to the general election. It won't be forgotten by the candidate/office holder.

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OCTOBER Most campaigns have very specific GOTV (Get Out the Vote) programs. Make sure and offer your assistance to the main campaign office so that they can plug you and your group in to their volunteer effort.

OCTOBER (late) Early voting begins.

NOVEMBER (early) Last day of early voting.

NOVEMBER (first Tuesday) GENERAL ELECTION DAY

NOVEMBER (mid-month) Congratulatory letters to all election winners are sent from TWGGA President and local grassroots participants to their local Senate and Representative winners. Regional coordinators ensure local TWGGA grassroots members complete this effort. Suggested letter content will be provided.

DECEMBER 1 First day to sign up for TWGGA Legislative Action Day visits.

DECEMBER (mid-month) Final day elected officials can raise money.

DECEMBER 15 Deadline to sign up for TWGGA Legislative Action Day visits.

JANUARY (first Tuesday after the first Monday) First day of the Regular Legislative Session.

JANUARY (mid-month) Zoom prep for Capitol Visits: 1–2 hour zoom class for all those participating in TWGGA Legislative Action Day at the Capitol. Those in attendance: Kyle Frazier, Statewide Grassroots Coordinator, TWGGA President, regional Grassroots Coordinators, all TWGGA members who have committed to participate in TWGGA Legislative Action Day at the Capitol.

JANUARY (late month) Contact with your elected official's office requesting your Capitol appointment. It is extremely important that these appointments are made in a timely fashion. Legislators are very busy this time of the session doing this very thing, meeting with constituents. Make sure and get your appointments early so that you are guaranteed a specific time. Call your Representative/Senator's office and request to speak with the Capitol Office Scheduler. Often times, they will require that you submit your meeting request via email. Get the appropriate information and email your request as soon as possible. Give the scheduler an appropriate amount of time, and if you have not received a response, follow up with the scheduler. Don't be a pest, but be persistent with your follow-up communications until you receive your appointment.

FEBRUARY (final morning) TWGGA Legislative Action Day final prep. Breakfast at (TBD) to give pep talk and any last-minute instructions. This is your day for Texas Wine—go and make the most of it.

FEBRUARY TWGGA Legislative Action Day at the Texas Capitol. Time to execute the program developed during the planning and message development from the past year. Also, make sure to extend an invitation to that evening's TWGGA viticulture event in the Capitol. Please report your progress from each visit on the appropriate TWGGA reporting forms. It is essential that this information be relayed both to your regional coordinator and the state office so that the vital information you receive as a result of your contact is relayed to the appropriate decision makers. This program is only successful with both your participation and follow-up. If you have any questions, please do not hesitate to contact your regional coordinator or Kyle Frazier. That contact information is contained within your grassroots handbook. Thank you for your efforts to make our industry a success.

MAY (end of month) Final day of the regular legislative session.

JUNE (mid-month) Bill-signing deadline.

AUGUST Process begins again.





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