

TWGGA MEMBER

VineRoots

ACTION PACKS

WINERY/VINEYARD VISIT





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.



Action Steps

1. Invite friends, local business owners, etc., to your winery/vineyard to introduce them to the elected official.
2. Provide wine and snacks if appropriate.
3. Provide a tour of your facility.
4. This is a non-fundraising event that can be an effective icebreaker to future events.
5. It is important for all candidates to see you at work—to see the investments you have made, the people you employ, etc. It makes it more difficult in the future to do something detrimental to you and your industry. So, make this a priority.
6. Having access to the office holder's cell phone number can be the difference between success and failure during a late-night committee hearing or floor session. As you get to know these individuals and begin helping them in their campaigns, they will often offer this information. Make sure you record all personal information on the appropriate form (see the end of this packet) and provide this information to the TWGGA office.

A. GENERIC EVENT INVITE (NON-FUNDRAISER)

Date

Dear _____,

I would like to take this opportunity to introduce you to an individual who is running for one of our local elected offices. _____ is seeking the office of _____ in the upcoming (Primary/General) election. _____ has been serving this community as the _____ for _____ years (incumbent) OR With the retirement of _____, we now have the opportunity to elect a new _____ for district _____. After having spent some time with _____, I feel they are someone you should meet.

I am hosting a meet-and-greet for a small group of individuals at my _____, so that everyone can get to know _____ a little bit better.

The reception is on (date) at (your facility) from (time) and the dress is casual. Please take time out of your day and come visit with this candidate. Our elected officials continue to have a significant impact on our daily lives and it is important that we not only get to know them, but also they get to know us.

I hope to see you on (date) for this important event.

Thank you for your attention and I appreciate your friendship.

Sincerely,

This is merely an example. Keep the invite to a single page and as short as possible, but with all the necessary information. The invite should be produced on your business or personal letterhead. It is recommended a RSVP be requested to your email address.

Supporting Materials

OFFICE HOLDER PERSONAL INFORMATION FORM

DATE			
NAME			
SPOUSE			
ELECTED OFFICE			
ADDRESS: BUSINESS			
HOME			
PHONE #		BUSINESS #	
HOME #			
MOBILE #			
FAX #			
SPOUSE MOBILE			
ASST. MOBILE			
EMAIL			
SPOUSE EMAIL			
OTHER			
CHILDREN			
OTHER INFORMATION			

CANDIDATE INFORMATION FORM

DATE	<input type="text"/>
NAME	<input type="text"/>
OFFICE SOUGHT	<input type="text"/>
ADDRESS: BUSINESS	<input type="text"/>
	<input type="text"/>
HOME	<input type="text"/>
PHONE #	<input type="text"/>
BUSINESS #	<input type="text"/>
HOME #	<input type="text"/>
MOBILE #	<input type="text"/>
EMAIL	<input type="text"/>
OTHER INFORMATION	<input type="text"/>
	<input type="text"/>





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