



# WHAT TO DO WHEN AN ELECTED OFFICIAL CONFIRMS ATTENDANCE

**Congratulations!** The elected official you invited to attend your Cure SMA event has just confirmed his or her attendance. Now what? Below are next steps to help make your event a success.

- 1. Contact Cure SMA's Advocacy Team:** Let us know when an elected official, especially a state or federal representative, agrees to participate in your event. The Cure SMA Advocacy Team ([advocacy@curesma.org](mailto:advocacy@curesma.org)) can assist to help leverage their participation. In addition, Cure SMA must track elected official participation as part of a reporting requirement.
- 2. Confirm Expected Role:** Whether you provided several options in the invitation letter or outlined a specific role you wanted the elected official to play at your event, reconfirm with them directly or through their staff the agreed-upon role so everyone has the same expectations. Having this conversation early will avoid situations where the elected official shows up expecting to deliver a 20-minute keynote address when your event only has time for a 2-minute welcome.
- 3. Prepare a Day-of-Event Summary:** The elected official will have pre-event questions to ensure they are prepared for and successful at your event. Create and share with the elected official (and their staff) a short summary paper that provides key background information and itinerary details, rather than fielding dozens of emails and phone calls seeking this basic information. *(See box for information that should be included in this summary.)*
- 4. Designate an Onsite Contact/Greeter:** Because you will play many roles during the actual event, you should consider designating another person in advance to serve as the onsite point-of-contact to greet the elected official immediately when they arrive. This person should be prepared to answer any onsite questions they may have prior to their designated role.
- 5. Plan for the Unexpected:** An elected official's schedule can change very quickly based on their other responsibilities. Plan for the unexpected with backup plans or alternative roles if the elected official abruptly changes when they can attend, how long they can stay, or whether they can attend the event at all.
- 6. Take Photos:** Taking photos of the elected official at the event is important for post-event promotion or thank you notes. You should also share these photos with the Cure SMA Advocacy Team ([advocacy@curesma.org](mailto:advocacy@curesma.org)).

## Your Day-of-Event Summary should include:

### Event Background

- Event name, date, time, and location
- Event description and purpose *(1-2 sentences)*
- Event sponsors
- Key event facts, if relevant *(i.e., 10th annual, \$25,000 raised)*

### Event Audience

- Total expected attendees
- General attendee background *(i.e., families and individuals impacted by SMA, health care professionals)*
- Other special guest attendees

### Event Itinerary

- Overall agenda with estimated timing
- Elected official's specific role *(include the time, length, and who will introduce them, if a speaking role)*

### Onsite Event Contact

- Include cell number

For more information or assistance, contact the Cure SMA Advocacy Team at [advocacy@curesma.org](mailto:advocacy@curesma.org)