



# INVITING ELECTED OFFICIALS TO YOUR CURE SMA EVENT

If you are organizing an SMA fundraiser or public awareness event, consider helping to advance Cure SMA's policy agenda by including a federal, state, or local elected official. Below are things to consider when inviting an elected official to your next Cure SMA event.

## How Can I Find My Elected Officials?

You can identify your federal, state, and local officials by visiting: <https://www.usa.gov/elected-officials>. If you have questions, please contact the Cure SMA Advocacy Team at [advocacy@curesma.org](mailto:advocacy@curesma.org).

## What Role Can an Elected Official Play in My Cure SMA Event?

There are many roles an elected official can play at your event, dependent on the type of event and the role they are willing to perform. For example, the elected official could provide a short welcome, deliver keynote or other longer remarks, participate in an honorary role (i.e., handing out awards), or simply be introduced and recognized for attending.

## What Is the Best Way to Get an Elected Official to Attend My Cure SMA Event?

The single most important way to ensure an elected official will attend your Cure SMA event is to invite them. They will not attend if they do not know about the event!

## Why Should I Contact the Cure SMA Advocacy Team When Inviting an Elected Official?

The Cure SMA Advocacy Team can serve as a resource throughout the process as you invite and confirm the participation of an elected official at your Cure SMA event. We can:

- Offer a connection to or information about the elected official to help in your recruitment.
- Strengthen the invitation and maximize the participation of an elected official by providing relevant policy background, materials, or recommendations.
- Use the attendance of the elected official to initiate or strengthen a relationship with the official and their staff to advance Cure SMA's policy goals.

## There are several considerations when extending an invitation to an elected official:

- **Formal Invitation:** Always put your invitation request in writing, even if you have a personal or previous connection with the elected official. The letter should include event basics (i.e., time, location, purpose, audience), the role you would like the elected official to play, and how they can confirm their participation.
- **Highlight the Local Connection:** Your chances of securing the participation of an elected official greatly increases if the event is held in the city, state, or district the elected official represents or will include several constituent attendees. Be sure to highlight this local connection to the elected official in the invitation and through follow up outreach.
- **Make Your Invitation Unique and Compelling:** Consider unique, compelling, and meaningful ways to include an elected official in your event. Examples could include: delivering remarks, meeting and taking pictures with individuals and families, handing out awards, cutting a ribbon, or starting a race. These active roles also increase your chances that your event receives press, social media, or other attention.
- **Flexibility and Options:** Offering elected officials with options and flexibility to attend your event increases your chances of them committing to attend, given they receive more event invitations than they can accept. Consider inviting them to drop by and speak at any point during the event rather than offering them only a specific time. Also, planning your event around their schedule (i.e., during a Congressional recess) may increase your chances of securing their participation.
- **Get to Know Your Elected Officials:** Elected officials that already know you and Cure SMA are more likely to consider and accept a future event invitation. Don't wait until an event to reach out to your elected official. Get to know them early. And don't forget about their staff, who are key in ensuring your event invitation receives serious consideration.

## ✓ ELECTED OFFICIAL CHECKLIST

- Identify the elected officials you want to invite to the event
- Identify the role options an elected official could play in your event
- Invite the elected official, following the above tips
- Follow up with the elected official to check on their availability
- Take photos, if possible, of the elected official's participation in the event
- Thank the elected official in writing for participating in the event

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