# Advocacy in Action

A basic overview on how to create a professional written communication for Congressional impact.



## The Deliverables:

A Letter

An Email

A Tweet

A Post (social media, blog, etc.)





## What Do You Need

**Final Destination: Needed for Delivery:** The Advocacy Piece: introduces the letter >>>>>> the online support doc (ie. The White Paper) other SM feed

Mr. Stuart Styron c/o The Honorable Val Demings 217 Cannon House Office Building U.S. House of Representatives Washington, DC 20513

Dear Mr. Styron,

#### September 18, 2020

#### Re: Continuing Small Business Recovey Efforts

Tew industries are experiencing greater long-term damage from the coronavirus pandemic than the live events industry. Every significant trade show and conference scheduled for the rest of 2020 has been cancelled. The Paycheck Protection Program (PPP) has been a vital lifeline for the many small businesses in this industry. However, with major events not expected to resume until 2021, the industry needs a targeted, longer-term assistance program to help preserve its 2.8 million jobs.

Live Events – A Strong Contributor to the Economy: The live events industry has a major impact on the U.S. economy. Key indicators include:

- The events industry adds \$885 billion to U.S. GDP every year;
- The industry directly employs about 2.8 million people;
- The industry supports roughly 6.6 million jobs directly and indirectly.
- The industry produces \$117 billion in federal, state and local taxes annually;
- 80% of companies that support conferences and trade shows are small businesses;
- A high percentage of the workers who help stage live events are blue collar union workers

#### Paycheck Protection Program offers critical short- and medium-term help:

Many small businesses in the live events industry have taken advantage of the Paycheck Protection Program. SBA records show that PPP loan recipients that manage trade shows employ 179,631 people. These forgivable loans have helped many employers survive the first difficult months of the Coronavirus crisis.

#### Still Needed - A Bridge to 2021:

With live events not expected to make a full comeback until the first half of 2021, small businesses in this industry and their 2.8 million employees need additional help to bridge the gap between the end of the PPP program and a full return to business next year. Legislation has been introduced in the Senate – the Continuing Small Busines Recovery and Paycheck Protection Program Act – that would achieve that goal. This legislation, introduced by Small Business Committee Chairman Marco Rubio, would:

- Authorize a second PPP loan up to 2.5X monthly payroll or \$2 million;
- Qualifying businesses would have fewer than 300 employees and experience a 35% revenue loss;
- Allowable expenses would be expanded to include supplier costs, operations expenditures and PPE;
- Forgiveness procedures for smaller PPP loans (both original and second-draw) would be eased.

The fundamentals of a solid recovery for the live events business are in place, with many events already on the books for 2021 and beyond. However, many small businesses that support this industry need a bridge to stay afloat until the economy fully re-opens. Passage of the Continuing Small Busines Recovery and Paycheck Protection Program Act before Congress adjourns this year is critical.

I thank you, Mr. Styron, for your consideration of this letter. And please thank the Congresswoman for all that she has done and continues to do for small businesses in Florida.





## Short email introducing The Letter:

(Subject Line: Continuing Small Business Recovery Efforts)

Dear (Staffer Name),

I am a business executive that lives and works in the (Senator's / Congresswoman's) home district.

I very much appreciate you reading and sharing my attached letter with the (Senator/Congresswoman), who I know has been very supportive of small businesses like mine this year. The CARES Act you helped pass is the reason our business has been able to survive so far this year.

Please thank the (Congresswoman) for all that she has done and continues to do for small businesses in Florida.



## A stand alone Advocacy Email message:

### (Subject Line: Continuing Small Business Recovery Efforts

Thank you so much for staying in touch with us over the last few months as Congress works on COVID-19 relief legislation.

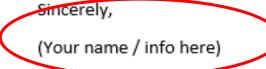
As a small business in the live events industry (trade shows, conferences, etc.), we can tell you there is still a critical need for assistance.

A second round of Paycheck Protection Program loans is desperately needed. Without it, many small businesses that stage events will not survive into 2021.

We strongly support Senator Rubio's Continuing Small Business Recovery and Paycheck Protection Program Act, which would authorize second-draw PPP loans.

In these last few weeks of the 2020 session, we hope that the <u>(Senator or Congressman</u> <u>title)</u> will make a strong push for a bipartisan COVID-19 relief package that includes the seconddraw PPP loan program. For small businesses like ours in the \_\_\_\_\_\_area, it would be a critical lifeline to 2021.

Thanks again for everything you are doing to support us!





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3 Short email Introducing The Letter:

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18 Office of Sen. Richard C. Shelby

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September 18, 2020

Mr. Stuart Styron c/o The Honorable Val Demings 217 Cannon House Office Building U.S. House of Representatives Washington, DC 20515

### Dear Mr. Styron.

### Few industries are experiencing greater long-term damage from the coronavirus pandemic than the live events industry. Every significant trade show and conference scheduled for the rest of 2020 has been cancelled. The Paycheck Protection Program (PPP) has been a vital lifeline for the many small businesses in this industry. However, with major events not expected to resume until 2021, the industry needs a targeted, longer-term assistance program to help preserve its 2.8 million jobs.

Live Events – A Strong Contributor to the Economy: The live events industry has a major impact on the U.S. economy. Key indicators include:

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I thank you, Mr. Styron, for your consideration of this letter. And please thank the Congresswoman for all that she has done and continues to do for small businesses in Florida.

ADE Christopher R. Griffin OW President TRADE SHOW SUPPLY INC

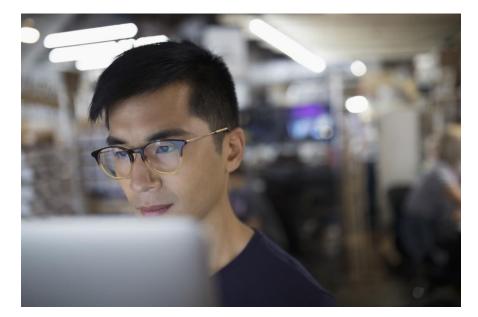


## Download the Docs You Need At:

- You can find all the docs you need to edit and/or copy and past from at:
- https://www.edpa.com/covid-19f

OR

<u>https://www.edpa.com/s/Advocacy</u> <u>Materials.zip</u>







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### Chris Griffin 💼 @TradeShowGriff · 3m

As our elected representative in #Congress, @SmallBizCmte we need more than just your "attendance". We need you to get the job done. @SpeakerPelosi @SenSchumer @stevenmnuchin1 pass a #bipartisan skinny bill to help #SmallBusinesses and #liveevent workers!

### Tweet Sample...

## 16 MILLION PERCENT OF EXHIBITORS IMPACTED BOOM ARKETERS BELIEVE THAT LIVE EVENTS ARE CRITICAL TO THEIR COMPANY'S SUCCESS 0805 1177

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Chris Griffin

Chairperson - Industry Advocacy & Future Workforce Development at EDPA - Experi... 1d • Edited • 🕲

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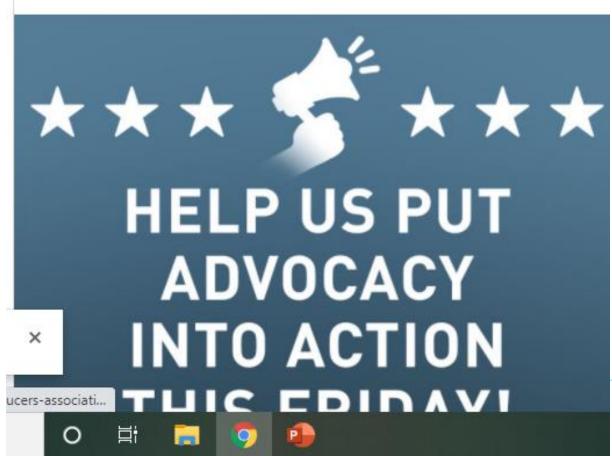
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EDPA - Experiential Designers & Producers Association 2,926 followers 1d • ©

WE NEED YOUR HELP - and we need it this Friday September 18th, 2020.

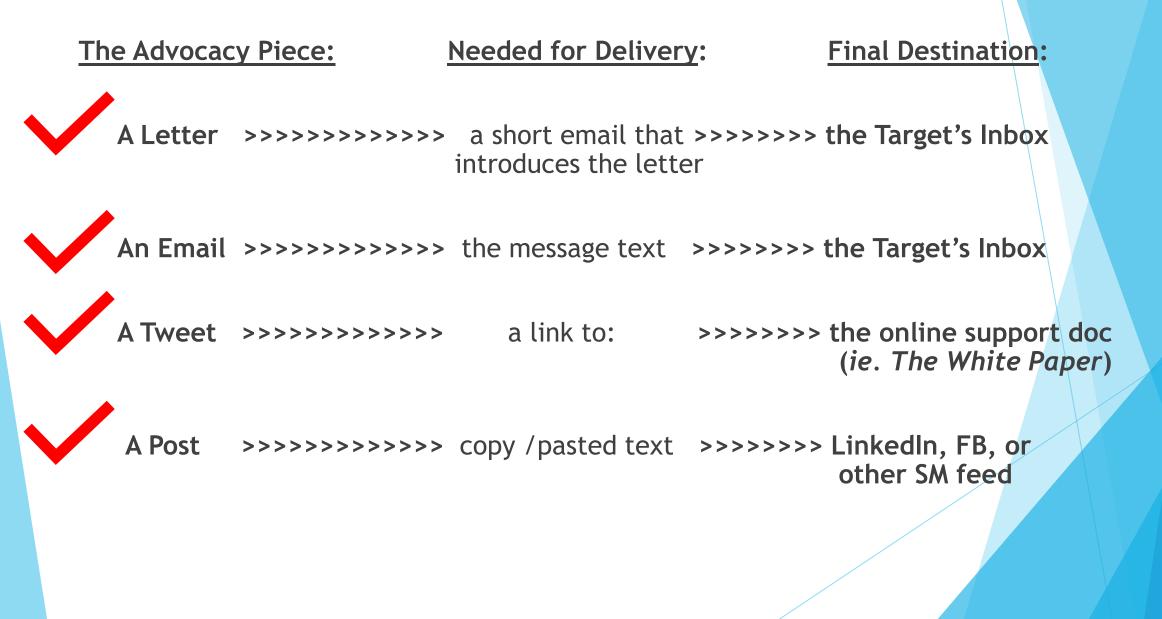
LinkedIn Post

We are calling on all members of EDPA and EACA to join us tomorrow ...see more





## What Do You Need



# Questions?...

