



## **So, I'm Thinking About Being A Keyperson...**

Great! Serving as a Keyperson for your legislator is a great way to help your profession.

## **Okay, I'm A Keyperson. Now What?**

We want legislators to know that if there is an issue dealing with eye health in the General Assembly, they need to call their optometrist to find out where they stand. The goal is to make your relationship strong enough that they reach out to you proactively. It is important that they know who you are and that you can get in touch with them quickly. Ideally you want to have your legislators cell phone number and be able to call or text them when needed.

## **That All Sounds Great...How Do I Get There?**

*How can I establish a strong relationship?*

It is important that you stay in contact with your legislator. The only way for you to build a strong relationship with your legislator is with repeated contacts throughout the year, with six contacts at the bare minimum. Here are some good examples of how to keep in contact:

- Meet them for coffee/lunch before session begins
- Invite them to tour your office
- Volunteer for their campaign
- Attend NCOS Legislative Day in Raleigh
- Meet them for coffee/lunch after session ends
- Call and wish them a Happy Birthday
- Call to congratulate them after a primary or general election victory

In addition to keeping in contact, there are other ways you can establish a relationship with your legislator:

- Sign up for their official newsletter and any campaign lists
- Follow them on social media and engage with them whenever possible
- Donate to their campaign & help recruit others do the same
- Get to know their Raleigh staff person
- Keep in constant contact via texting, phone calls and in-person contacts

## **Okay, I Think I've Got It. Anything Else I Need To Know?**

Remember that legislators are just like you; the General Assembly is a 'part-time' legislature and they have day jobs back in their districts. Talking to people is what optometrists do all day, this is just another chance to educate someone about optometry. It is important to show your support of your legislator through both constant contact and monetary support. Donating to their campaign and delivering NCOS PAC checks are a great way to stay engaged. You can also help get other optometrists in your area together to donate as well.

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