



Tomorrow's Workforce Coalition: In-District Advocacy Toolkit

The Tomorrow's Workforce Coalition and its member organizations are committed to advocating for beneficial workforce development policy that would strengthen the economy now and into the future. Specifically, the Coalition supports the bipartisan, bicameral *Freedom to Invest in Tomorrow's Workforce Act* (H.R. 1151/S. 756), which would expand qualified expenses under 529 savings plans to include post-secondary training and credentialing, such as licenses and nongovernmental certifications; it would provide valuable tax-advantaged resources to more workers pursuing career growth, mid-career changes or alternative career pathways.

The Tomorrow's Workforce Coalition has been relentlessly pushing for the passage of the Freedom to Invest in Tomorrow's Workforce Act through direct lobbying, grassroots campaigns, and various other advocacy tactics, but in-district advocacy is an incredibly effective method to educate Congress on the importance of this legislation. The upcoming August Congressional recess is the most opportune time to meet with elected officials in-district and ensure they understand the importance of our supported legislation.

Planning a Site Visit

Interested in hosting your Member of Congress for a visit at your organization's headquarters, a member company's facilities, etc.? [Sign up here](#), and TWC staff will follow-up with you to help facilitate. Here's how to make it count:

- **Plan ahead:** Coordinate with your targeted Congressional office early. It is often a good idea to display a "Welcome" sign in a high-visibility area to greet the official. It is also recommended to create an agenda and prepare any relevant data that will support your stances when discussing policy. We'll provide talking points, so you're prepared.
- **Be respectful of time:** Members have tight schedules. Keep things focused and on time. You will want to make sure that you are familiar with the agenda for the visit and how long each portion of the visit will approximately take (greeting the Member of Congress, facility tour, policy discussion, etc.).
- **Talk about YOU:** Share your experiences as a professional in your field and as a constituent. Personal stories make the biggest impact.
- **Follow up:** Send a thank-you note and recap key points from the visit.
- **Submit feedback:** Tell TWC staff what happened and what follow-up may be needed. This will help the TWC when crafting legislative strategy for the remainder of the year.

Scheduling a Meeting

If you're ready to have a meeting with any of your legislators, visit the [TWC In-District Meeting Signup Page](#), and TWC staff will follow-up with you to help set up your meeting.

The following insights can help lay the groundwork for a successful meeting and help cultivate a stronger relationship with your elected official:

- **Be flexible:** Meetings may be rescheduled or moved. Roll with it!
- **Be prepared:** Know the issues and bring materials. TWC staff will supply talking points.
- **Make the ask:** Be direct and confident about what you'd like your Member of Congress to do (support the Freedom to Invest in Tomorrow's Workforce Act).
- **Don't stress if you don't know something:** It's okay to follow up later. We'll help.
- **Share your story:** How does this issue affect you, your stakeholders, or your broader organization?
- **Follow up and report back:** Feedback helps us track progress and plan accordingly for additional legislative pushes.

Share Your Advocacy on Social Media

- **Use #PowerofAssociations to showcase your advocacy!** Tag your lawmakers, the American Society of Association Executives, and the Power of Associations so we can amplify your message. Photos, quotes, and shout-outs make your work more visible.
- **Sample tweet:** The [Insert Organization] met with [@LawmakerHandle] to discuss the importance of expanding 529 savings accounts to strengthen our nation's #workforce. #PowerofAssociations @ASAE: The Center for Association Leadership @The Power of Associations

More Ways to Engage

- **Take Action:** Contact your Members of Congress asking them to support the Freedom to Invest in Tomorrow's Workforce Act through the TWC grassroots campaign! Share this campaign with your stakeholders to amplify the campaign's impact.

Supplemental Resources

- **Congressional Calendar:** View in-district work periods to find out when you can meet with your members of Congress in-district.
- **House of Representatives:** Learn about your Member of Congress, Congressional leadership, etc.
- **U.S. Senate:** Learn more about your U.S. Senators, Senate Committees, Senate leadership, etc.
- **TWC Legislative One-Pager:** Utilize the TWC one-pager for key talking points, general information on our supported legislation, and which Members of Congress support the bill already.
- **Power of Associations Website:** Reference the Power of Associations website (specifically the TWC page) for key information on the Coalition and our current efforts.

Sample Follow-Up Email

Subject: Thank you for meeting with [Insert Organization]

Dear [Elected Official's Name],

Thank you for taking the time to meet with [Insert Organization] on [Insert Date]. We appreciated the opportunity to speak with you about the importance of the *Freedom to Invest in Tomorrow's Workforce Act* and how it impacts our organization and the country's workforce.

Again, I urge you to cosponsor the Freedom to Invest in Tomorrow's Workforce Act, as it will help strengthen our nation's workforce now and well into the future. Your leadership is crucial when it comes to ensuring the expansion of 529 savings accounts.

Please don't hesitate to reach out if I can be a resource to your office or if you have any additional questions.

Sincerely,

[Your Name]

[Your Title/Role]

[City, State]

For More Information

[Max Hurst](#) — Legislative Assistant, Sen. Klobuchar

[Andrew Maloney](#) — Legislative Assistant, Rep. Wittman

[Kyle Hayes](#) — Senior Director, Public Policy, ASAE

Thank You

From everyone at the TWC and ASAE, we want to thank you in advance for doing your part to advocate for the passage of the *Freedom to Invest in Tomorrow's Workforce Act*. Working to educate members of Congress about this important legislation is crucial to ensuring it is signed into law.

Thank you for being a member of the Tomorrow's Workforce Coalition and for making your voice heard on this critical legislation!

