



Legislative Outreach Best Practices

SBDC & Legislative Spotlight -- Building Relationships

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Produce Legislative YouTube Videos (prepare questions, identify focus, storyboard)

1. Video Governor & Lt Governor on their support on America's SBDC Program
2. Legislative YouTube video Interviews ---Produce YouTube Videos (State & Congress)
3. Legislative YouTube video testimonials ---focus on America's SBDC program support
4. SBDC client YouTube video testimonials --focus on SBDC assistance & client story

Create Legislative Framed Photo/Economic Stats to present/Introduce SBDC clients

1. Introduce SBDC clients and let them tell their story (photo op)
2. Photos of SBDC client and SBDC staff with Governor, Legislators, Congressperson
3. Frame "Thank You for Your Support" photo include economic stats --they will hang on their wall

Start a Legislative SBDC Student Media Mentorship

1. Establish a "SBDC Student Media Mentorship" platform for experience learning
2. Real world experience for a high school and college student to be involved with video taping, interviewing, technical production of videos, government relationships & entrepreneurship

Schedule Legislative Site Visits to SBDC Clients Business

1. Opportunity to video tape/photo "business site visits
2. Ask for video and photo promotional permission from staff

Schedule SBDC Client Visits to Capitol Hill

1. Ask clients for their support of the Americas SBDC Program—they will pay for their own trip to support the SBDC program --schedule visits with your Congressperson

Partner with local radio station for SBDC program invite Legislative Guest

1. Invite Governor, Lt Governor, your legislators, Congressional delegates and SBDC clients to participate in your local radio show. Prepare questions for DJ for better outcome
2. Video tape (ipad-iphone) radio segment and post on website, Facebook

Partner with College to Broadcast SBDC and Legislative Events (live Internet stream)

1. Partner with college media department/ schedule live interviews/market live stream