

- Steps to a -

SUCCESSFUL FACILITY & COMMUNITY TOUR

INTRODUCING CONGRESS TO YOUR WORK

Helpful Tip ▶

The best time to schedule a tour is when Congress is not in session and doing District work. Check with AHCA/NCAL staff or chamber websites for schedules.

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1 SEND INVITATIONS

- Invite Member of Congress to tour your facility or community when Congress is **not in session**
- Email or call Member's scheduler and coordinate a suitable date
- Alert AHCA/NCAL staff of the tour

2 PREPARE FOR THE TOUR

- Notify staff, residents, families and friends about the upcoming visit
 - Make opportunities for legislator to interact with residents
- Take pictures or plan for a photographer to be on hand
- Contact AHCA/NCAL staff for press advisory & media resources or access the Advocate Tool Kit on the AHCA/NCAL Advocacy website.
- Do a "walk through" and keep the tour simple
- Know the issues - AHCA/NCAL can provide you with discussion topics and issue papers containing key facts and figures

3 THE TOUR

- Facility administrator/owner greets the Member of Congress and guides tour
- Talk to as many types of patients as possible and show the various methods of care
- Arrange time at the end of tour to **discuss important issues** with the Member of Congress

4 FOLLOW UP

- Send a "thank you" letter/email immediately after the tour
 - Make your follow up letter/email memorable by adding a personal touch about a subject you discussed or a commitment the Member made on their support for long term care.
- Tag Member's social media pages with photographs and newspaper clippings with a thank you image/message
- Notify AHCA/NCAL about tour details so tour can be highlighted in publications