

# TransformTobacco

## Be Informed. Take Action.

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**Register to vote.** Voting is an important responsibility that provides you with a voice in government.

**Register**

2

**Contact elected officials.** Go to **TransformTobacco.com**, click **“ACT NOW”** and simply type in your zip code to find the names of your elected officials.

**Contact**

3

**Activate your employees.** The livelihood of each employee is directly impacted by decisions made by legislators. Encourage employees to make their voice heard.

**Activate**

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**Visit elected officials.** A face-to-face meeting is one of the best ways to educate elected officials about your concerns:

**Visit**

- (1) Call to schedule a meeting
- (2) Prepare leave-behind materials to support your views
- (3) Be prompt, positive, and friendly
- (4) Make a specific request for action  
(Example: “Please vote against higher tobacco taxes”)
- (5) Following the visit, send a thank you note and reiterate your key points

**TOLL-FREE “TAKE ACTION” HOTLINE:**  
**866-658-8337**  
**TransformTobacco.com**

# Take Action!

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## Invite

**Invite elected officials** to visit your place of business first-hand and meet your employees.

During the visit:

- (1) Make the visit a photo opportunity
- (2) Follow-up with a thank you letter and include copies of photos that were taken

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## Build

**Build relationships with legislators and staff.**

Make **your** business **their** priority:

- (1) Add legislators to the distribution of your company newsletters and press releases
- (2) Participate in town hall meetings
- (3) Get to know legislators' staff

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## Attend

**Attend a "Day on the Hill."** Participate in your trade association's "Day on the Hill" event at the state capital. Plan to visit with your elected official at this time.

### Key points to communicate when contacting elected officials:

- I am a voter, taxpayer and employer in your district.
- I am contacting you about (state the issue and tell them what you would like them to do.)
- My business provides many jobs throughout your legislative district.
- Cigarettes and other tobacco products represent a significant portion of my sales and profits.
- Please consider my views on this important matter and support pro-business policies.
- Thank you, I look forward to your reply.



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