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KAY GRANGER, VICE CHAIR  
HOUSE REPUBLICAN CONFERENCE

Best Practice: Swearing-in Ceremony for New Citizens

Member: Mike Rogers, (MI-08)

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How it works:

- ❖ Hold patriotic ceremony preceding formal swearing in of new citizens – features patriotic music, military color guard, master of ceremonies from community, keynote speech by Member, short speeches by Citizenship and Immigrations Services Bureau Director for the Members' state and also the federal judge presiding over the swearing-in. After oath of citizenship administered by judge the entire group recites the Pledge of Allegiance for the first time as citizens of the United States. All come with families, friends, co-workers to witness the event
- ❖ Member office coordinates all planning with CIS Bureau staff
- ❖ In advance, the Member staff gets the names and phone numbers of the new citizens who reside in their district, and contacts them to find those who are willing to speak to press before the ceremony. Lots of great feature stories are then generated about the individuals
- ❖ After the ceremony finishes, the new citizens can apply for passports, sign up with Social Security, and register to vote with the Secretary of State – the agencies send staff to the event to provide those services

The Benefits:

- ❖ Great venue to talk about immigrants who work hard, play by the rules and now have a responsibility to participate in American democracy
- ❖ Press loves it – great photos, lots of good stories, good television coverage

Member Office Contact: Sylvia Warner, (202) 225-4872



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Best Practice: Federal Surplus Equipment Workshop

Member: Steve LaTourette (OH-14)

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How it works:

- ❖ Invite an official from your state's Law Enforcement Support Office (LESO) to explain how the federal surplus equipment program works and how it can be a treasure trove of free goodies for local law enforcement. You can find your state coordinator at this site: <https://pubweb.drms.dla.mil/cmis/StateCoorInfo.htm>
- ❖ Ohio departments have gotten free weapons, ATVs, armored vehicles for SWAT teams, uniforms and boats, and departments only pay for shipping. An east coast department got a FREE helicopter and paid \$3,000 to have it shipped from Hawaii
- ❖ Many departments don't utilize the program, or have never heard of it. There is now an online catalog to view all available surplus items across the globe, which levels the playing field for smaller departments located nowhere near a military base

The Benefits:

- ❖ Member can expect a huge turn-out from law enforcement and public officials
- ❖ The lure of "free stuff" from federal government guarantees press coverage
- ❖ Great way to have Member interact with hundreds of local officials in one location with little work for the Member or staff

Member Office Contact: Deborah Setliff at 800-447-0529, ext 11



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### Best Practice: Virtual Town Hall Meeting

Member: Patrick McHenry (NC-10)

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#### How it works:

- ❖ Create an account with a virtual town hall technology vendor  
*(McHenry's office highly recommends [www.meetwithcongress.com](http://www.meetwithcongress.com))*
- ❖ The vendor will assist with all technical issues – video camera, microphone, set-up, demo and general troubleshooting
- ❖ Build a PowerPoint presentation that will be onscreen beside the Member for the duration of the event – displaying key votes, endorsements from conservative groups, legislative agenda, basic talking points, or anything else that complements the Member's message (slides should be cleared by Franking Commission)
- ❖ Schedule and publicize the event
- ❖ Constituents access the virtual town hall by clicking a banner link on the Member's website or link embedded in an e-newsletter (sent to full email list 30 minutes prior to the event)
- ❖ During the event, participants type questions and the Member responds on camera

#### The Benefits:

- ❖ Creates a highly-controlled environment for the Member to address the concerns of a large number of constituents
- ❖ Can be easily tailored for outreach to specific group (media or constituent groups such as schools, churches, rotary clubs)
- ❖ Can generate positive press coverage

Member Office Contact: Jen Mundy, (202) 225-2576



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Best Practice: Elementary School Visits with Mail Follow-Up



Member: Peter J. Roskam (IL-06)

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How it works:

- ❖ Staff contacts elementary schools that serve key precincts to schedule visits for Mr. Roskam to give a civics lesson to 4<sup>th</sup> graders
- ❖ Local press is notified about each event
- ❖ Households with children in precincts served by the elementary school are identified using Aristotle's database
- ❖ A piece of mail goes to parents talking about the visit and giving an overview of the Suburban Agenda

The Benefits:

- ❖ Shows the Member to be active on issues important to families and in their neighborhood
- ❖ Facilitates earned media, mail and word of mouth communications
- ❖ Universe of mail per elementary school can be small enough to mail during blackout period

Member Office Contact: Steven Moore, (202) 225-4561



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Best Practice: Foreclosure Prevention Seminar

Member: Patrick McHenry (NC-10)

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How it works:

- ❖ Invite Panelists to participate - HOPE NOW Alliance, NeighborWorks America, HUD, State Housing Finance Agency, State Legal Aid organization, local community development organizations and faith-based organizations
- ❖ Invite constituents to attend via press releases, radio spots, mass mailer, flyers posted at local job centers, libraries, post-offices and churches
- ❖ 1<sup>st</sup> hour - panel discussion followed by question & answer session
- ❖ 2<sup>nd</sup> hour- opportunity for constituents to speak one-on-one to panelists and receive panelist's literature

The Benefits:

- ❖ The seminar gives troubled constituents the tools they need to help stave off foreclosure
- ❖ Member will receive the credit for opening up the discussion in the community and bringing needed counsel to those facing foreclosure

Member Office Contact: Jen Mundy, (202) 225-2576



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Best Practice: Energy Technology Fair and Roundtable:  
“Ending Our Oil Addiction: Are Advanced Vehicles and  
Fuels the Answer?”

Member: Judy Biggert (IL-13)

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How it works:

- ❖ Invite auto makers, local auto dealers, scientists and engineers from local universities and national labs to publicly showcase advanced vehicle technologies and prototypes, including hydrogen fuel cell, hybrid, plug-in hybrid, and flex fuel vehicles
- ❖ Invite public to come learn about these technologies. Make this showcase or technology fair the precursor to a 1.5-hour public roundtable discussion or mock hearing on the benefits of these technologies and the challenges to their widespread use in reducing America’s dependence on foreign sources of energy
- ❖ Invite economists, producers of alternative fuels like ethanol or biodiesel, or even representatives from national groups like the National Hydrogen Association or Renewable Fuels Association to be part of this roundtable discussion

The Benefits:

- ❖ Provides great visuals for TV and still photographers and plenty of information for a comprehensive story on energy technologies
- ❖ Increases Member visibility
- ❖ Showcases Member involvement on energy issues

Member Office Contact: Paul Doucette, (202) 225-3515



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Best Practice: Terrorism Conference

Member: Sue Myrick (NC-09)



How it works:

- ❖ Form group of advisors for planning purposes (local sheriffs, local police and fire chiefs, and state law enforcement leaders). Target Attendees: First Responders (state and area-wide law enforcement, fire, EMT, etc... - Myrick's office covered both North Carolina and South Carolina)
- ❖ Formulate conference agenda topics and invite experts on the chosen topics (including other Members)
  - One part should explain terrorism (who terrorists are, their goals and practices). The other part should explain how local first responders can prevent and respond to terrorism and what resources are available to deal with terrorism in their area
- ❖ Raise funds through local businesses, NGO's, or state agencies (sponsors) to keep attendee registration costs low. Ask local sheriff(s) to provide security and logistical operations
- ❖ Reserve hotel for the conference
- ❖ Invite media to a press conference to inform the public about terrorism and how the conference will help protect them

The Benefits:

- ❖ Increases awareness of local threat for law enforcement and provides local first responders with tools and resources necessary to intercept terrorist operations at the early/planning stages
- ❖ Increases relationships with local first responders
- ❖ Increases public awareness that ALL TERRORISM IS LOCAL

Member Office Contact: E.J. Kimball or Andy Polk, (202) 225-1976



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Best Practice: Job Fair

Member: Steve Buyer (IN-04)

How it works:

- ❖ Member office finds area in district that either has high unemployment rate or is losing jobs due to business closings and identifies a date three months out for Job Fair along with location
- ❖ Contact local entities (Workforce Development, Chamber of Commerce, etc.) to be a part of event
- ❖ Hold press event to announce Job Fair and send out mailers to local businesses (ask local Chamber to send information out to their business list). Note that event is FREE and open to both job seekers and businesses that are hiring
- ❖ Have Workforce Development get the word out to unemployed people in the district; put RSVP form on Member website for businesses to sign up; update the media via press releases throughout the process to get the word out (including how many businesses signed up, how many jobs being offered, etc.)
- ❖ Create questionnaire for businesses and job-seekers to fill out and return day of event to gauge its success; have sign-in sheet for all job-seekers to learn attendance
- ❖ Invite the press to Job Fair; right after event, give press all updated information -- how many people came to the event, etc...
- ❖ Approximately six weeks after event, send business contacts an email to find out if they hired anyone as result of event and if so, how many. Once information compiled, give to press for final release

The Benefits:

- ❖ Connects unemployed and underemployed constituents with businesses actively hiring

Member Office Contact: Michelle Price, (317) 838-0404



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Best Practice: Small Business Procurement Conference



Member: Roscoe Bartlett (MD-06)

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How it works:

- ❖ Member office holds annual, one-day and semi-annual half-day, small business procurement conference. Participants include businesses of all sizes as well as federal and local/state agencies (including VA, USDA, Navy, Army, Air Force, DHS, state, county, etc...)
- ❖ Member's staff identifies high level keynote speakers/panelists from targeted agencies
- ❖ Format: Morning & Afternoon Keynotes; Concurrent Panel Discussions; Lunch Buffet/Wrap-up Wine & cheese networking opportunities. Panels are the: who, what, where and why of each organization represented and procurement POC. Panels include decision makers, business representatives with personal experience in each session topic
- ❖ Event is free of admission and includes a continental breakfast. Bartlett's office had around 400 attendees, 69 speakers and 45 booths in 2007

The Benefits:

- ❖ Fosters relationships with businesses of all sizes
- ❖ Generates positive media and local and statewide support for the Member with leaders and members of the business community
- ❖ Provides excellent opportunity for small businesses to introduce themselves through networking and identifies new markets and opportunities

Member Office Contact: Debbie Burrell, (410) 857-1115



Best Practice: Bike Tour of Congressional District

Member: Pete Hockstra (MI-02)

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How it Works:

- ❖ Member tours district on bike (or parts of it if district is large) with an annual theme such as local agriculture or manufacturing
- ❖ Staff develops document that highlights local operations that tie into the theme and distributes the document throughout the bike tour, as well as long afterward
- ❖ Theme should be relevant to congressional activity, such as the Farm Bill or alternative energy, or issue in which the Member has high visibility
- ❖ Distribute message through local media beforehand, invite local press to the events and follow up with op-ed in local papers

The Benefits:

- ❖ Enables Members to highlight important features of their districts
- ❖ Raises their visibility and demonstrates they are knowledgeable about, and care about, the particular industry
- ❖ Generates positive press both beforehand and afterward
- ❖ Helps Member bring messages from Washington back to district for discussion

Member Office Contact: Dave Yonkman (202) 225-4401  
Please call for copies of the 2007 document.



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Best Practice: Hosting a HUD "Grant Writing and More Workshop" for Faith-Based and Community Organizations



Member: Thelma D. Drake (VA-02)

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How it works:

- ❖ Identify a facility (that is ADA compliant) to hold the Workshop, with easy access to parking that is centrally located in Member's constituency. Cost can be kept low by using a government-owned facility
- ❖ Member office contacts Director of local HUD Office or HUD's Office of Congressional Relations at (202) 708-0380 to coordinate the event
- ❖ Work with local libraries and recreation centers, civic leagues and neighborhood associations, churches/mosques/temples, and local government to advertise the event
- ❖ At event, Member makes welcoming remarks and greets constituents. Staff provides talking points focused on the good work done by faith-based and community organizations and how the Member wants to help

The Benefits:

- ❖ Highlights the Member's efforts to assist the community to overcome neighborhood problems by empowering grassroots partners. This event is non-political, and is often viewed as a true public service to the constituency by the Member
- ❖ The event can endear the Member to constituencies beyond the Member's core supporters

Member Office Contact: Claire Winiarek, (757) 497-6859



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Best Practice: Holiday Breakfast with Cadets and Midshipmen  
*"Breakfast with the Member of Congress"*

Member: Congressman Pete Hoekstra, (MI-02)

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How it works:

- ❖ Member office contacts each Service Academy Congressional Liaison Office for names, addresses and e-mails of all cadets/midshipmen currently attending their academy (ask for information on all those attending the academy from your district, not just those charged to you including U.S. Coast Guard Academy). Some of this information is readily available on the Congressional Web site each academy maintains
- ❖ Member office sets up the breakfast at local restaurant during holiday timeframe when cadets and midshipmen are home (between Christmas and New Year's) and invites each member of the Member's Academy Board
- ❖ Send invitations to their local addresses during Thanksgiving break and request RSVP. Include a map to the restaurant to reduce calls
- ❖ Set breakfast agenda including self-introductions by all attending

The Benefits:

- ❖ Allows the Congressman to publicly and personally thank each cadet and midshipman for their commitment, dedication and service to our country
- ❖ Provides each cadet and midshipman with access to their Congressman as well as to each other
- ❖ Gives the Academy Board and the Congressman an opportunity to speak with the cadets after they have been interviewed, nominated and appointed. Provides valuable feedback for future classes

Member Office Contact: Paula Van Dyke, (202) 225-4401



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Best Practice: Dutch treat luncheons

Member: Bob Goodlatte (VA-6)

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How it works:

- ❖ Member office invites business and community leaders throughout the district to a luncheon with the Member to get an update about goings-on in Congress and take questions about matters of interest to those in attendance (constituents in Goodlatte's district have always been willing to pay a nominal fee for lunch, typically \$12-\$15, for an opportunity to hear from the Congressman)
- ❖ The luncheons are normally catered by a restaurant or banquet facility and last around an hour and a half. The first half of a typical luncheon involves a brief welcome by the Member followed by lunch; the second half starts with the Member's formal presentation followed by questions from the audience. The luncheons operate very much like a town meeting but are targeted to community leaders
- ❖ Attendance at the luncheons ranges from 50 constituents in outlying regions to 100-plus in metropolitan areas. Luncheons are held twice a year in communities of the Member's choosing
- ❖ Press Secretary can invite local media

The Benefits:

- ❖ Enables the Member to cultivate a working relationship with these groups regardless of their political affiliation

Member Office Contact: Pete Larkin, (540) 857-2672



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Best Practice: Presentation of Christmas cards to soldiers at Walter Reed Army Hospital

Member: Tom Price (GA-06)

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How it works:

- ❖ Coordinate Member visit to Walter Reed Army Medical Center with Army House Liaison's Office
- ❖ Get the word out that you are requesting constituents submit signed cards to the office with a brief message of thanks in an unsealed envelope. Member office can do this through a press release, on the Member's website, in an e-newsletter, by calling local television and radio stations, by having reporters announce the event in the local papers or even notifying local elementary schools and having them make it a project
- ❖ The Member presents the cards to soldiers from his/her state in the hospital to thank them for the service to our nation on behalf of the District served
- ❖ If the District has a VA hospital or nursing home, the Member could coordinate a visit with the facility directly and hand out cards there too

The Benefits:

- ❖ Good Member services

Member Office Contact: Jim Billimoria, (202) 225-4501