

Auto Care Advocacy LEADERS



Advocacy Leaders Program Overview



We are asking that each company appoint an **Advocacy Leader** who will serve as the primary point of contact for essential grassroots and advocacy actions. Advocacy is a critical part of what the Auto Care Association does for your businesses and for our industry. By working together, we can be far more effective in our advocacy efforts.

With **Advocacy Leaders** at each company, we can streamline our communications and make sure that you have up-to-date information on how your companies can engage to make a meaningful difference in the political process. An **Advocacy Leader** can be an internal lobbyist or any employee who is interested in advocacy and can communicate with your executive leadership team regarding the need for assistance or input on grassroots and advocacy.



Advocacy Leader for Automotive Parts Headquarters, Corey Bartlett, hosted Congressman Tom Emmer, R-Minn., at its Saint Cloud, Minn., facility. Facility tours are excellent opportunities to build direct relationships with lawmakers, allowing elected officials to see firsthand how your business operates.

What Do Advocacy Leaders Do?

- **Provide company locations to the Auto Care government affairs team.** This allows the association to map the industry's footprint across the nation and to connect your company with the lawmakers who represent you.
- **Receive calls to action on legislative issues from the Auto Care government affairs team and share these calls to action within your organization.** In less than five minutes, you can make your voice heard and show your lawmakers what matters to our industry.
- **Participate in calls hosted by the Auto Care government affairs team.** Receive up-to-date information on the legislative issues affecting our industry.
- **Serve as the point of contact at your company for the Auto Care government affairs team.** Receive advocacy materials to share with your company.

Why Get Involved

- This program is key to ensuring that the Auto Care Association can effectively advocate on behalf of our members at all levels of government.
- We will also help your company build relationships directly with lawmakers, helping them to understand our businesses, the issues that impact our industry and the importance of the essential services that we provide.
- The government affairs team will make advocacy as simple and easy as possible. We will help you to create and run your own advocacy programs by mapping your footprint, developing an engagement strategy and connecting you with your lawmakers. We will also flag any issues that may impact your business and discuss how you can take action. Take advantage of this opportunity to tell your unique story and to make your voice heard.



If you would like to become an Advocacy Leader or to learn more about the program, contact Tod Moore, manager, grassroots and advocacy, at tod.moore@autocare.org.