

# Guide to Legislative Facility Tours

for Long-Term Care Advocates



Hosting facility tours for legislators and other policymakers is the single most effective way to advocate for your residents and staff. This is your opportunity to tell a compelling story and make the case for legislative support.

## 5 Easy Steps for a Successful Tour

### 1. Research Your Representatives

Read your reps' bios, check out which committees they serve on, and learn about their previous involvement with long-term care.

### 2. Invite Your Representatives to Visit Your Facility

Send a personalized email, and follow up if you don't hear back within a week.

### 3. Make a Plan and Get Prepared

Be ready with key information about your facility, any programs or special needs you want to highlight, and stories you want to share. Check out the **Facility Tour Toolkit** on [whca.org/advocacy](http://whca.org/advocacy) for resources that can help.

### 4. Conduct Your Tour

Show off your facility, introduce your residents and staff, and tell your story. Remember, your legislator is there because they want to help.

### 5. Follow Up and Keep in Touch

The work isn't over when the tour ends! Send a thank you note, post photos and stories to social media, and stay connected to your representatives.

## QUICK TIPS

### Take Lots of Pictures

Have a staff member or volunteer serve as the designated photographer during the tour, so you don't miss out on any great candid shots or special moments.

### Stay On Point

Prepare any key talking points in advance. Keep it brief and polite. Avoid partisan and politically charged language.

### Tag Your Reps on Socials

Policymakers love sharing pictures of themselves with people in their communities. Be sure to tag WHCA, too!

## Legislative Storytelling: Getting to the Heart of the Matter

If you want your facility tour to get results, move beyond talking points, data, and demands.

**Personal stories make policy real, relatable, and memorable.** They establish credibility, evoke empathy, and help lawmakers understand why an issue should matter to them and to the communities they serve.

Every advocate has a story.

You don't need to be a policy expert. Your lived experience is your expertise – don't underestimate the impact of your story. Keep it personal, keep it specific, connect it to a policy or need, and end with a clear ask or takeaway.

Your residents and staff can be powerful advocates for long-term care.

What matters most are the people that live and work at your facility. Invite some of them to participate in the tour, tell their stories, and share the real impact your legislator's support can have on their lives.

**For more information,  
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