

# Legislative Facility Tours

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## Plan, Execute, Advocate

Presenters

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# Agenda

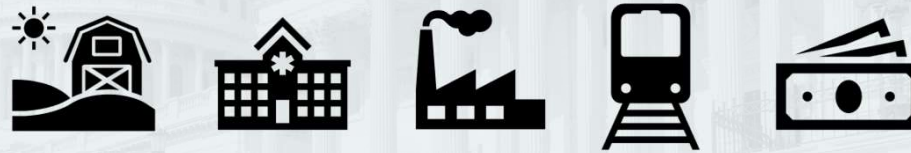
## Overview:

- Who are Legislators?
  - The Legislature?
  - Education is Paramount
- Facility Tour Overview
  - Planning
  - Key Strategies
- Execution
  - The Tour

# Who are Legislators? What is the Legislature?

A state Legislature is a bicameral lawmaking body tasked with drafting, debating, and passing laws that govern the state.

This includes, but is not limited to, rulemaking on taxes, healthcare, education, business, agriculture, tribal relations, transportation, industry, environment and much more.



One of the duties of any state Legislature is the creation and approval of a state's operating budget, including the funding, maintenance, and creation of state agencies.

State legislatures in both Washington and Idaho go into session in January and end in either March or April.

# Who are Legislators? What is the Legislature?

In simple terms, a legislator is a lawmaker who writes and passes laws as a member of a legislature.

There are very few qualifications required to be elected to serve in either state:

A citizen of the United States and a registered voter (elector) in the district or county (Idaho) that he or she is elected to represent.

## Legislators

In Washington, there are 49 legislative districts which elect 2 members of the House of Representatives and 1 member of the Senate. In Idaho, there are 35 which do the same.

Elections: Biennially, Representatives of the House shall be elected and every four years members of the Senate.

# Who are Legislators? What is the Legislature?



This means that almost anyone can be a legislator.

It also means that the Legislature is a diverse body with almost no consistency in experience, tenure, or knowledge. This is especially true when it comes to long-term care.



There are some common backgrounds:

- Lawyer, Accountant, Activist, City Council Member, Mayor, Business Owner, Veteran, Law Enforcement Officer.

And some uncommon backgrounds:

- Firefighter/EMT, Veterinarian, Farmer/Rancher, Cabinet Maker, History Teacher, Real Estate Agent.

# Education is Paramount

Long-term care advocacy demands education

Your story

Your care

Your residents

Your patients

Families

Staff

Caregivers

Leadership

Building

Relationships

All of these contribute directly to legislator education. When we allow your facility and the two sides of care tell the story, the human connection is made.

# Facility Tour Overview

## Stage One: Planning

Identify target legislators, districts, and facilities.

1. Consult with Lobbyist(s) and Government Relations team
  2. We examine and adjust to the changing political environment
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## Stage Two: Planning

Facility planning happens at two levels.

1. Outreach to leadership (Grasstops)
2. Online training with the building
  - a) During training we walk through facility tour specifics, legislator background, goals for education

# Facility Tour Overview

## Stage Three: Invitations

Reaching out to appropriate offices to coordinate the visit.

1. We work to schedule the tour based on your availability
2. Monitor and update all parties on progress and changes to scheduling

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## Stage Two: Finalizing

The final schedule is nailed down

1. Calendar invites are forwarded from the Legislative Aide
2. Teams will touch base with the legislators in the days before to confirm once more

# Execution

## Turn the Tour into a Storytelling Experience

Frame the visit around a compelling narrative — your company's mission, a recent success, or a community impact story. Quality story boards.

## Host a "Meet the Team" Moment

Invite employees to introduce themselves and share their work. This personalizes the visit and gives the candidate a sense of your workplace culture. Keep it brief but authentic

## Host a "meet the Residents" Moment

Invite a few residents to introduce themselves and share their history. Blue bird trail.

# Execution

## Interactive Q&A with Real Issues

Instead of scripted questions, prepare a few open-ended ones that reflect current local or industry challenges. This invites the candidate to engage directly with your concerns and shows you value their perspective

## Showcase Policy Impact

If you have a specific legislative issue, show how it affects your operations. Use real examples — e.g., “This regulation helps us reduce waste by 20%” — to make the policy tangible

## Offer a “Policy Pitch” with a Call to Action

After the tour, schedule a short meeting with leadership to present your “ask”

## Create a Photo & Media Moment

Arrange for professional photos that capture the candidate with your team, your facility, and your community. Share these with your staff, on social media, and with your trade association to amplify the visit. Thank the frontline staff video.

## Follow Up with a Personalized Thank-You

Send a handwritten or digital thank-you note to the candidate, referencing specific points from the visit. Cards from residents.

## Use the Visit as a Launchpad for Ongoing Engagement

Share the event details with your network, invite other local businesses to join future tours, and keep the candidate updated on developments affecting your industry. Volunteer on campaign

## Add a Local Flavor

If possible, include a local food or product.

## Run for office yourself!!

# Quick Tips

A few things to remember:

- **Legislators are people.** They have families who may be needing long-term care. They are interested in you, your residents, and staff not just because of your work but because you are constituents and community members.
- **Your services are essential.** They deserve to be understood at a high level by the people who, at times, make your work more difficult.

A few things to avoid:

- **Politics.** This is not an opportunity for you or your staff to express political opinions you hold dear. We are cultivating relationships across the aisle and need strong champions from all side who are committed to our sector.
- **Expecting results.** This is one step in a long process of building knowledge, expertise, and sympathy in and around long-term care. We cannot expect results from just one tour; compounding our connection with legislators is key.

# Questions?

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