

# 5 TIPS ON CRAFTING YOUR “LEAVE BEHIND” MESSAGE FOR YOUR LAWMAKER ON AB 2707

A one-page leave behind is appropriate for legislator meetings. Consider using your company’s letterhead to add to the seriousness of your appeal. Its purpose is to highlight the issues and memorialize the meeting. Many legislators will find it helpful in structuring their position and arguments on the issue.

## **PRIORITIZE THE ISSUES:**

Don’t highlight your entire agenda, but stay focused on the personal impact of AB 2709 on your business.

## **KEEP IT SIMPLE:**

Don’t use acronyms or insider language. Employees should speak to a legislator in way they would a customer – precise and polite.

## **PROVIDE AN OVERVIEW:**

Tell the lawmaker about your business and relate the information to the issues at hand – your company’s bottom line, job losses and customer reaction.

## **EXPLAIN THE BALLOON INDUSTRY:**

Provide any information about the balloon industry’s presence in California and your community. Help personalize this issue.

## **SUMMARIZE THE ISSUE:**

The California State Assembly Appropriations Committee is set to vote on Assembly Bill 2709 – a total ban the sale and use of helium-filled metallic balloons in the state of California, as of January 1, 2018.

**Sale of the balloons would result in criminal penalties:** A first offense is punished as an infraction punishable by a fine of up to \$250; a second subsequent offense is punishable as a misdemeanor

**KEY FACT:** The bill will wreak economic havoc and possibly destroy hundreds of balloon and party businesses.

**KEY FACT:** Legislation in California can have a ripple effect on other states and will severely hurt anyone in the balloon business.