



Bring the Mission to Life: Host Elected Officials on Your Public Lands This Summer

Elected Official Engagement Checklist

Bringing elected officials to your site is one of the most powerful ways to demonstrate your organization's impact and the value of public lands. Use this checklist to plan a successful and meaningful visit.

☒ Step 1: Make the Invitation

Know Your Landscape

- Identify your **2 U.S. Senators** and **1 U.S. Representative**
 - [Find Your Members Here!](#)
- Research **state or local officials** who may also be a good fit
 - Understand what issues they care about — conservation, workforce development, economic growth, outdoor access — and tailor your invitation to highlight how your work aligns.
- Determine whether to contact the **D.C. office** or **district constituent services**
 - *The constituent services staffer is often the best point of contact to start with. If you're inviting a representative to a ribbon-cutting or volunteer event in their home district, reach out to the district office. For formal recognition or policy discussion, the D.C. staff may be more appropriate.*

Craft a Clear Ask

- Propose a date or time frame — does it align with an event, anniversary, or milestone?
- **Timing matters:** Congress begins its August recess in late July, offering an ideal window for local visits.
- Offer a brief outline of what the visit will include
- Note any **partner organizations or community groups** participating
- Be clear about the **goals and focus** of the visit

Coordinate Internally

- Involve your **agency partner(s)** early in the planning process
- Invite **community leaders or key stakeholders**
- Remember: you never know unless you ask!

☒ **Step 2: Host the Visit**

Put the Plan into Action

- Use a **simple itinerary** to stay on track, but stay flexible
- Focus on **people, projects, and tangible impact** — keep data light and meaningful
- Highlight any success stories connected to the official's policies or past support
- Prepare talking points, signs, or printed materials if helpful

Capture the Moment

- Assign someone to **take photos or video**
- **Share the visit on social media** — tag the official and thank them publicly
- Send a **thank-you note** with photos and any relevant follow-up

Step 3: Follow Up and Build On It

Extend the Impact

- Didn't get to every question? Offer to schedule a follow-up conversation
- Provide background materials or handouts on education, history, or policy
- If your organization engages in advocacy, share next steps or policy "asks"

Stay Connected

- Add the official's office to your newsletter or updates list
- Keep them informed about **upcoming events or milestones**
- Look for future opportunities to invite them back

Brought to you by the Public Lands Alliance

We want to hear from you!

Share your successes, challenges, and questions with us:

- ◆ Post in the **PLA Member Forum**
- ◆ Email **Shawn Swearingen, Director of Government Relations** at

shawn@publiclandsalliance.org

Need more resources?

Visit the **Public Lands Advocacy** page on our website for tools and guidance.

Thank you for being a voice for public lands — your advocacy makes a difference.