

# The NAM in the District:

## Building Relationships, Educating Legislators

### Plant Tours

Plant tours are a tried-and-true relationship builder that can be used to introduce a member of Congress to a corporation, a product, employees and issues important to the company and manufacturing community. The member of Congress gets to see what we make and how we make it—and to meet some of the best workers in the world.

### Congressional Dialogues

Our Congressional Dialogue program provides an effective way for a large group of NAM members to meet with a member of Congress. NAM members from across the district or state (in the case of a senator) are invited to discuss a host of current issues.

### Employee Education

The NAM works with its member companies to help them educate their employees about issues important to them and the manufacturing community, and to encourage their employees to become involved in the political process. Such efforts have resulted in employee letter-writing campaigns, employee participation in “thank you” activities and greater employee awareness of a pro-growth, pro-manufacturing policy agenda. The NAM can also provide tools to educate employees, including talking points and newsletter articles.

### NAM Key Vote Awards Program

The NAM formally recognizes members of Congress who consistently support the manufacturing community with the NAM Award for Manufacturing Legislative Excellence. The award goes to every member of Congress who maintains a 70 percent or better voting record on our pro-growth, pro-manufacturing, pro-worker agenda. Key votes are determined by NAM members large and small who serve on the Key Vote Advisory Committee, and members of Congress are notified by postcard in advance of potential Key Votes throughout the congressional session. Award recipients are recognized in celebrations sponsored by member companies in the district and at a Washington reception during the NAM’s 72 Hours To Educate and Celebrate.

### Prosperity Project

The *Prosperity Project* is designed to help companies register employees to vote, provide them with elections dates and inform them of voting records and issues of importance. Companies can design a package of services that fit their culture and needs. Choices range from an Internet or intranet site with customized information and candidate voting records to placing a computer in the company break room for employees to access the NAM’s *Prosperity Project* site. Research shows that employees who receive *Prosperity Project* information from their employers are 15–30 percent more likely to vote.

### Advertisements

Over the years, NAM members have launched “thank-you” campaigns in which open letters to members of Congress were placed in newspapers across the country. These ads do not endorse any candidate or party but, instead, thank legislators for general support of pro-growth and pro-manufacturing policies or for a specific vote in Congress. Collectively, NAM members from the same congressional district sign onto the ads and work together to place them in the local paper.

### Opinion Editorials and Letters to the Editor

NAM members—often at the request and with the help of NAM communications and media staff—place op-eds or letters in local newspapers highlighting issues important to the manufacturing community or applauding their member of Congress for his or her support for key manufacturing issues.

If you’d like to learn more about these programs, please contact your regional manager or e-mail your request to [publicaffairs@nam.org](mailto:publicaffairs@nam.org).