**Regional Association**

**Government Relations Committee Description**

**Chair:**

**Co-Chair:**

**Committee Members:**

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**Committee Summary**

The primary function of the Government Relations Committee is to increase awareness of the governmental challenges affecting our industry and to influence lawmakers to support legislation in the best interests of our members. The promotional products industry in XXX has XXX employees, and generated XXX in sales revenue (approx. per year). Our future is being threatened by legislation that will harm our members and hinder our growth.

**Essential Functions**

* Set a budget for the year
* Work within set budget
* Create ongoing relationships with lawmakers at local, state, and national levels
* Represent GRC at the regional association events
* Facilitate PPW!W (PPAI Promotional Products Work Week) with Executive Board
* Participate in the L.E.A.D. Conference (spearheaded by PPAI) each year. This 2-day trip is sponsored and the dates are set by PPAI based on events in Washington, D.C. that year. Regional association provides for 1-4 individuals to attend this conference on behalf of the regional association. Expenses are paid by regional association that are not absorbed by PPAI. Establish a member contact for each state senator and representative

**Marketing Avenues:**

There are multiple avenues in which to communicate GRC efforts:

Social media, calling campaign, post card mailings, newsletter advertisements, website, signature block on Executive Director’s e-mails with list of upcoming events, e-blast campaign, handouts (at other events), supplier donations with advertising to promote upcoming event, dimensional mailing, and You Tube videos.

Work with each committee and devise a plan of attack along with Executive Director to come up with a timeline and to do list.