

A woman with short brown hair, wearing a tan and blue plaid jacket over a blue top, is seen from the back, gesturing with her right hand as if speaking to a group of people. The background is a bright, out-of-focus meeting room with other people seated at tables. The overall tone is professional and collaborative.

LOCAL VOICES UNITED

Ambassador Toolkit



LVU Ambassador Program Overview

Municipal Elected Officials:

Are you looking for ways to engage your residents more? Are you eager to share the importance of local self-government with the people who live, work and play in your municipality?

Then becoming a Local Voices United (LVU) Ambassador is perfect for you!

This program is designed for elected officials like you who wish to educate and engage their residents in support of local self-government.

We'll provide you with a simple action plan to follow – including templates and outreach materials – and all you need to do is spread the word throughout your community.



If you're ready to get started, sign up at LocalVoicesUnited.com/Ambassador.

What's in this Toolkit

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Guiding Principles Pledge

As an Ambassador, it's important to align with the Local Voices United guiding principles. We ask that each elected official commits to upholding the following:

1. **Local Works.** We believe in an idea that is at the heart of American democracy: local self-government.
2. **We're Respectful.** We do not disparage lawmakers or speak disrespectfully toward anyone. Effective persuasion begins with civility and decency.
3. **We're Here to Solve.** Our goal is to provide solutions and work together. Taking a stand for your local community isn't partisan.
4. **We're Experienced.** We show up with realistic expectations, and we are in this for the long haul.

Signature

Date

Available online at LocalVoicesUnited.com/Ambassador.



LVU Ambassador Checklist for Success

Sign Up: LocalVoicesUnited.com/Ambassador

Build: Build a local leader contact list.

As an elected official, you come into contact with people from all walks of life and from throughout your city. Tap into these groups. Connect with leaders from local neighborhood associations, chambers of commerce, civic clubs/groups, business leaders who provide services or supplies to your city and more.

- Collect their name, title, work entity, cellphone number, email and mailing address.
- LVU will provide you with a digital template to record this information.

Outreach: Use one of the following two options for connecting with your contacts:

Rely on Us: Send the Florida League of Cities (FLC) your list of contacts, and we'll reach out to them directly.

OR

Outreach: Send an email (LVU can help draft it for you) to everyone on your local leader contact list and include the following:

- ✓ Invite them to join Local Voices United.
- ✓ Offer to speak at a future meeting of their organization.
- ✓ Provide the standardized sample invitation email that they can share with their own local contacts to help grow the LVU network.

Report Back: Let us know how successful your outreach is! Make sure to update your Ambassador Activity Form annually (June/July) to help you stay on track and gauge your success. Of course, our team is always here to help you in your outreach efforts.



Ideas for LVU Ambassador Outreach

- Piggyback on an existing neighborhood association or other civic group event.
- Create your own meeting format (coffee shop, lunch and learn, citizens academy, etc.).
- Have a repeating network group.
- Create social media posts.
- Attend local and regional league meetings to help highlight LVU and recruit additional ambassadors.
- Recruit other city officials to become LVU Ambassadors.

Outreach to City Employees

Via email, internal newsletter, flyers, posters in break rooms, intranet, etc.

City employees are a natural fit for LVU because they often understand the direct impact that municipalities have on our quality of life. As providers of city services, and many times also as direct recipients of those services, they have a vested interest in the health of cities. Please refer to the Resources on page nine for a template to help you draft an email to city employees.

TIP:



Don't apply pressure: Joining LVU should be entirely voluntary; you are just connecting them with an opportunity that may be of interest.



Key Messages:

- Did you know there's a new organization powered by our state partners at the Florida League of Cities that promotes local self-government and the importance of our cities? It's called Local Voices United.
- Local Voices United sends a monthly email on interesting local issues from across the state. And during the legislative session, they send occasional updates when legislation will have a direct impact on neighborhoods and key municipal operations requesting help from you.
- If you would like to learn more, visit LocalVoicesUnited.com.
- Sign up to receive their communication straight to your phone by texting "local voices" to 50457.



Outreach to Constituents and Residents (Broad Lists)

(These are contact lists you already have or contact lists you receive from local community leaders.)

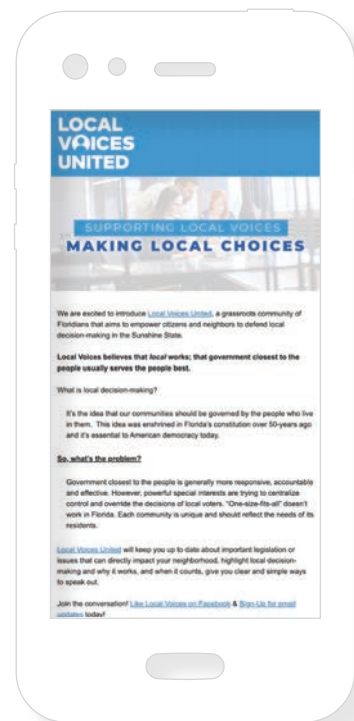
We hope that, as an LVU Ambassador, you will continue to build a contact list of constituents and residents each year. These groups are an ideal network for LVU because they directly benefit from strong cities.



Key Messages:

When reaching out to constituents and/or residents, choose from one of the drafts below, or personalize it to make it your own!

Version 1



Version 2



Outreach to Local Community Leaders

As a local elected official, you have strong contacts with local leaders all over town, from neighborhood associations and the chamber of commerce to civic clubs and business owners in your city. Each of these leaders has a stake in your city. To that end, they are an ideal audience for Local Voices United.



Key Messages:

Use this draft, or personalize it to make it your own!

For more information, visit LocalVoicesUnited.com and check out resources including [this one-page overview](#) and videos like [this](#).



New message

To Cc Bcc

From

Subject

Hello **<name of person>**,

I'm reaching out to share information about a new initiative called Local Voices United, which is powered by **<city name's>** partners at the Florida League of Cities. I am a Local Voices United Ambassador, and we are connecting a growing group of citizens across Florida who want to protect local self-government.

Politics are changing, and local decision-making is under threat. We believe that local decisions about things like public safety, zoning, land use and municipal service should be made by the people like you who live, work and play in your community – not by politicians who may not have even visited your city, town or village.

Do you want to protect our community's ability to make its own decisions? We need your help.

Once you sign up, we'll inform you of key bills impacting our community and share ways to reach our state lawmakers when it's critical. We've had some early success. This past year, Floridians successfully fought off harmful bills on short-term rentals in neighborhoods AND passed helpful ones on clean beaches and tree trimming.

I'm happy to arrange for a speaker to address your **<local chamber or other local <civic group>** about how our residents can protect our quality of life. My email is **XX**, and my cell phone number is **XXX.XXX.XXXX**.

Also, you can sign up to receive Local Voices United communications: text "local voices" to 50457, like us on Facebook and visit our website at LocalVoicesUnited.com.

I look forward to hearing from you.

Best,

XXX

Send

Resources

Throughout this toolkit, there are numerous emails, letters and other resources you can use to help promote Local Voices United in your community. Below are those resources along with additional tools you might find helpful.

Outreach Email Templates

- **City Employees**
 - ▶ City employees are a natural fit for Local Voices United because they often understand the direct impact that municipalities have on our quality of life. As providers of city services, and many times also as direct recipients of those services, they have a vested interest in the health of cities.
- Constituents and Residents: **Version 1** and **Version 2**
 - ▶ Recruiting residents and constituents and getting them engaged on issues is crucial to the success of Local Voices United, and these two draft letters tee up your outreach to these groups.
- **Local Community Leaders**
 - ▶ As a local elected official, you most likely have strong contacts with local leaders all over town, from neighborhood associations and the chamber of commerce to civic clubs and business owners who work in your city. Each of these leaders has a stake in your city. To that end, they are an ideal audience for Local Voices United.

Slide Deck for Ambassador Outreach

- Do you have the opportunity to make a presentation to a chamber of commerce, civic group or other local community organization? Use this comprehensive **slide deck** to help reinforce and showcase the importance of Local Voices United.



Flyer

- Print and share **this flyer** to generate interest in Local Voices United with residents, city employees and others.

Social Media Shareables

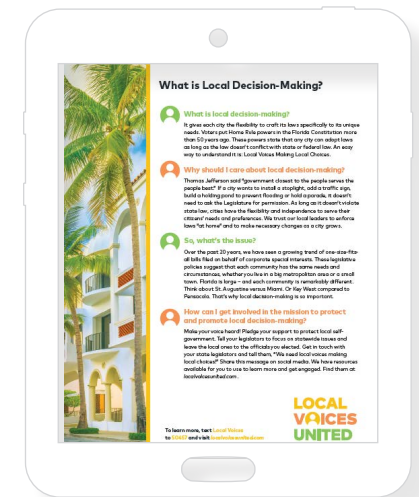
- Use these **drafted posts** to share on all your social media platforms.

Local Leader Contact List Template

- Use **this form** to compile information on the residents, constituents, and business and community leaders you've spoken to and who have shown interest in supporting Local Voices United.

Ambassador Activity Form

- Use **this form** to keep track of the different groups, clubs and organizations you've spoken to and to help ensure proper follow-up with each of them.





LOCAL VOICES UNITED

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