

Dear ATOM members,

Election Day is almost upon us, and with it comes the chance for you to help ATOM by volunteering for the campaign of your local state representative or senator who supports ATOM's mission of patient safety and health care choice.

Helping on a political campaign is easy and takes very little time. But it will pay off long term, as the help you provide now will aid ATOM later. Building relationships with policy makers is crucial to the success of our organization and our legislative agenda. Your involvement between now and November 4 will benefit us for the next two years. Even if your legislators are running unopposed they may still need help with many of the campaign tasks below.

How to Find Your Legislators

Don't know who your local legislators are? Enter www.malegislature.gov/people in web browser, once open, go to Search by Location, lower right box, enter City/Town and Zip Code, then click on drop down box below to find your state representative and or state senator.

You can also arrow back after finding your state representative and state senator and click on the Senate or House box above, on the search page, to find out more about individual legislators who represent you. You can scroll list for your representative or senator and read their current position and appointments. You can also click on View Profile at the bottom to view their Bio and bills they have sponsored, learn what their issues of interest are, and if they list health care, education or small business as top priorities.

Volunteer / Assisting a Campaign

The best way is to call the office or, if there is a nearby campaign office, to show up. To find the local campaign office/storefront of your local senator or representative, do a quick Google search? If you can't find what you need, call their district office and ask for the number of the campaign headquarters. **Important! Never discuss assisting a campaign when calling your legislators state house offices, as this violates state law.** You can ask to be connected to the campaign, but that should be all.

Ways to help

- a) Volunteer to help with "grunt work" like addressing post cards or going to the post office. Volunteer to go on coffee or food runs for the paid and more experienced staff.
- b) Volunteer to place a window or lawn sign on your property and /or to help deliver and put up lawn or business signs around the district. If you live on a busy street your yard will be especially coveted.
- c) Volunteer to participate in Stand-Outs or Sign Rallies. You've all seen the folks with campaign signs during morning / afternoon rush hour or Saturday mornings on main streets or rotaries. Be one of these people! It's a short time commitment (generally 2-3 hours) and you get to meet your neighbors, make new friends all while

you educate them about athletic trainers You may even meet the candidate as they sometimes participate to wave to passing constituents.

d) Volunteer a few hours after work at a phone bank, making calls to voters reminding them to vote on Nov. 4th. The campaign will give you a list of names to call, a script to read, and a pad on which to record responses.

e) Volunteer for canvassing/door knocking is a good option for us. You are given a neighborhood map with a list of houses, and campaign literature to leave at each home. A great way to exercise on an autumn Saturday.

f) Volunteer to throw a House or Yard Party. You can host a house or yard party with the candidate and invite all of your neighbors and friends. These are perfect opportunities because they guarantee you face time with the candidate. It can be inexpensive like a potluck event so your neighbors and friends are asked to bring mainly snacks and hors d'oeuvres.

g) Volunteer a few hours in the early morning at polls on election day or to pick up and drive elderly or disabled constituents to the polls to vote.

Campaign Contributions

Money is always at the top of the list. If you have \$25-\$50-\$100 dollars to spare this month, write the campaign a check or go to their website and donate. They will remember you, and you will be on their donor list for future correspondence.

Finally, there is the tried and true method of writing a supportive letter to the local newspaper, or sending " dear friend" postcards to neighbors and friends living in your legislative district. The modern equivalent is to Like the campaign on Facebook and email your friends with supportive messages.

In short, the effort we put in now will pay dividends later. When volunteering, always make sure to let the campaign know you are a member of the Athletic Trainers of Massachusetts and be certain to dress and act as you would in any other professional situation.

Your ATOM leadership is here for you and will help in whatever way we can to get our message out to your state legislators. Now let's get out there and make ourselves heard!

Sincerely

Kathleen P Thornton, MS ATC
President ATOM