

Grassroots Accountability Project (GAP) Overview

PURPOSE

In these transformative Industry times, it's critical to have both grasstops (high level) and grassroots efforts working in tandem to help move the dial on HME issues. The Grassroots Accountability Project (GAP) is a vehicle for the HME Industry to effectively target and reach all 535 federal legislative offices with a unified message on major HME priorities.

Under the GAP, HME stakeholders volunteer to become a primary contact to a particular legislator and maintain a constant presence with that legislator to educate and activate him/her on our issues. Together, we will broaden our reach on The Hill and secure more champions for our cause.

DUTIES OF PARTICIPANTS

The key to successful grassroots advocacy is to develop a relationship with the legislator and/or the supportive staff. GAP volunteers will achieve this by:

- ***Communicating consistently with legislators***—keeping in touch and sending updates & reminders so that the issues maintain top-of-mind awareness
- ***Keeping legislators informed & engaged***—making sure they understand the issues, how it impacts their constituents, and what they need to do to take a stand for those they represent
- ***Building legislative support for Industry issues***—garnering support for Industry “Asks”

This program is tailored to make it easy for anyone in the HME Industry to participate and help make a difference. You do not have to have experience in government affairs to do this—this group welcomes all facets of the Industry and has participants ranging from customer service to C-suite execs, from suppliers to manufacturers, all who have made the commitment to advocacy. It doesn't take much time out of your day but will make a tremendous return both for your business and our Industry at large.

RESOURCES FOR PARTICIPANTS

The GAP Team will empower GAP volunteers to have the resources and tools they need to successfully engage one's legislators, including:

- E-mailed Action Alerts with bullet points of the issues and a clearly defined Ask
- Easy access to supporting documents and resources on the forthcoming GAP Web site
- Sample e-mails and other communications
- Updates on key initiatives so that you have the latest information to share

TAKE ACTION!

To learn more about getting involved in the Grassroots Accountability Project, contact the GAP Team!

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