How to Connect with Constituents?

By Senator Scott Kawasaki
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City of Fairbanks, Fort Wainwright and Outlying Areas
How do you actually connect?

• Be considerate of all communication preferences.
  • “Old Fashioned” connection
  • “Modern” connection
  • “Personal” connection

• Use as many ways as possible and feasible to connect.

• Make it personal, as well as substantive.
“Old Fashioned” Connection

• More attractive for older audiences.

• Paper newsletters
  • I generally do two district wide paper newsletters per year.

• Direct Mail
  • Welcome to the District Cards
  • Contributors in the Local Paper
  • Thank you, Teachers
  • Congratulatory Certificates to High School Graduates

• Engaging with local press
“Modern” Connections

• Better for younger/tech savvy audiences.

• Social Media
  • Facebook (older tech savvy audiences)
  • Instagram (younger audiences)
  • Twitter (broad tech savvy/generation appeal/news outlets)
  • YouTube (broad appeal, great for longer/nuanced content)
  • TikTok (younger audiences)
“Personal” Connections

• Connecting with people on a personal level.

• Constituent events
  • Non-election years, I host “Picnics in the Park” in most parks within my district as well as townhall meetings

• Going Door to Door
  • Speaking with constituents outside of election cycles resonates well.

• Constituent case work

Senator Kawasaki listening to a constituent at a “Picnic in the Park.” Senator Kawasaki hosts these regularly to hear from his constituents.
Conclusions

• Use a mixture of old-fashioned and modern outreach methods and bring it to the voters.
• Make it relevant and personal.
Thank you

Feel free to reach out to my office in the future
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