



# Marketing IT





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# Methods of Advertising



- Orientation
- Emails
- Monthly/Weekly Legislator Update Newsletter
- Handouts
- Announcements from Speaker/President/Chairs
- Presentations to Interim Committees or Caucus
- Section “Welcome Legislator” booklet



# LawMaker+ Marketing Strategy

We're not doing this TO you...

We're doing this FOR you



# LawMaker+



- Legislator Portal
  - Draft Requests
  - Online Sponsorship
  - Bill Introduction
  - Committee/Chamber System
  - Paperless
- Legislators have mixed feelings on the new system
- No one should be able to say “I didn’t know about this”

# My LRC+ Outreach Plan



- Letter from Leadership
- Feedback and Testing Group
- Legislator Newsletter
  - Feature Previews
  - Project Updates

# My LRC+ Outreach Plan



- July
  - Newsletter: Announced Project
  - Letter to 105 from Leadership
- August
  - Newsletter
    - Draft Request
  - Feedback Group
    - Submitting Draft Request
    - Collaborating with Staff
    - Sponsoring
  - Demo system for the Executive Board

# My LRC+ Outreach Plan



- September
  - Newsletter
    - Collaborating with Staff and Legislators
    - Sponsoring Drafts
    - Introduction
  - Training
    - One-on-one as needed
  - Feedback Group:
    - Introduction
    - Requesting/Drafting Amendments



# My LRC+ Outreach Plan



- October
  - Newsletter
    - Bill Introduction
    - Training Plan (Nov-Jan - Travelling road show)
  - Feedback Group
    - Bill Tracking
    - Committee Dashboard

# My LRC+ Outreach Plan



- November
  - Newsletter
    - Amendments
    - Committee Dashboard
    - Bill Tracking
  - Required Legislator Portal (MyLRC+) Training
    - Letters, Emails, Phone Calls to get everyone signed up
    - Travelling road show
  - Executive Board Report
    - Legislators feedback

# My LRC+ Outreach Plan



- December
  - Newsletter
    - Go Live Announcement
    - Additional training opportunities
  - Training
    - Offered around the Budget Address
    - One-on-One as needed
- January
  - Newsletter
    - Training schedule
    - Highlight IT support personnel (with pictures)
  - Training
    - Intern Training (To assist legislators as needed)
    - Mock Committee Meetings

# My LRC+ Outreach Plan



- We're excited and nervous for this big change
- Hoping to have a good report for everyone next year

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