Marketing IT
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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