



## CULTURAL EQUITY IN TOURISM BILL CALL & EMAIL SCRIPTS

### Call Script

#### *Tips:*

- *When you call, you should ask to speak with the Rep / Senator. You will probably be directed to a staff member - that is great! Staff are great allies in the office.*
- *Be kind - we don't need to demand anything, we are just calling to share our support.*
- *This is a quick call, maybe 3-5 minutes tops.*
- *Your voice MATTERS - legislators' offices log all calls and voicemails received on a bill and use that when they are considering what legislation to support. The more calls = the more support.*

### A Suggested Script for Your Call

Advocate: Hello representative or senator {name}, my name is, I am a constituent from {--}, how are you today?

*Wait for response*

Advocate: That's great to hear, I am good as well. I am giving you a call today, because I'm part of MASSCreative, a statewide arts and culture advocacy group and we filed a bill called H.3244 and S.2194, An Act creating a program to increase cultural equity in tourism promotion. I wanted to call and ask for your support to advance this bill in favor of strengthening the creative economy. Are you familiar with the bill at all?

*Wait for a response. No matter what, make sure you get an answer, yes, no, maybe, etc*

*(if the answer is yes, they're familiar)*

Advocate: That's great, can we count on you to support the bill and sign on as a co-sponsor?

(if the answer is no, they are not familiar with the bill):

Advocate: No worries at all. I'm sure you have hundreds of bills cross your desk this session. BUT.... The Cultural Equity in Tourism Bill would establish a grant program to support tourism marketing for arts and cultural organizations. This would increase local and regional tourism to more culturally diverse spaces and events, and prioritize amplifying the stories of historically marginalized or underrepresented cultures.

As a constituent, I am excited to see legislation that makes more art accessible to more people. Which is why I hope you can join Rep. Duffy and Sen. Oliveira in advancing this bill past the hearing stage.

*Pause to give them time to respond*

(If they say, Yes they will support it.)

Advocate: "Thank you for your support and I am so happy to have had the opportunity to connect with you and appreciate all of the work you are doing on behalf of our community.

(If they say No.)

Advocate: "no worries at all, thank you for taking the time to talk to me today, I hope you have a good rest of your day".

(If they say No and If you feel comfortable, you can also feel free to ask them)

Advocate: "is there part of the bill that concerns you?"

*Pause and wait for response*

Advocate: “ thank you for taking the time to talk to me today, I hope you have a good rest of your day.

*If you get transferred to voicemail, you should absolutely leave a message. Every legislator's office tracks the calls they receive.*

Your voicemail message might sound like this:

Hello representative or senator {name}, my name is (--), I hope this message find you well, I am a constituent from (--),

I am giving you a call today, because of a bill called H.3244 and S.2194, An Act creating a program to increase cultural equity in tourism promotion. I wanted to call and ask for your support by co-sponsoring this bill. The Cultural Equity in Tourism Bill would establish a grant program to support tourism marketing for arts and cultural organizations. This would increase local and regional tourism to more culturally diverse spaces and events, and prioritize amplifying the stories of historically marginalized or underrepresented cultures. I would love to connect about this bill and what it would mean to me to have you listed as one of the co-sponsors.

Please give me a call back at (-----) or send me an email at (----)

### **Email Script**

Dear (Title, Last Name),

I hope this finds you well. My name is [add name] and I am a constituent from [add town or district]. I am writing to you because MASSCreative, the statewide arts and culture advocacy organization, is endorsing H.3244/S.2194, An Act creating a program to increase cultural equity in tourism promotion, sponsored by Sen. Jake Oliveira and Rep. Pat Duffy. I am reaching out to ask you to co-sponsor these bills so that we can strengthen the creative economy.

The Cultural Equity in Tourism Bill would establish a grant program to support tourism marketing for arts and cultural organizations. This would increase local and regional tourism to more culturally diverse spaces and events, and prioritize amplifying the stories of historically marginalized or underrepresented cultures.

As a constituent, it thrills me to see legislation that would promote the equitable promotion of cultural assets. This is why I hope you will join Sen. Jake Oliveira and Rep. Pat Duffy in this work by co-sponsoring both Senate and House versions of the bill so it might receive a favorable report from the committee.

Thank you so much for taking the time to read my email and I look forward to hearing from you soon!!

(sign off)