



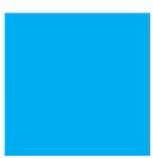
NAWBO 2020 Advocacy Agenda Webinar

January 14, 2020
12 PM ET



GOALS

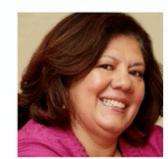
- Go through 2020 Advocacy Agenda
- Walk you through the 2020 Toolkit
- Housekeeping
- Questions?



Choosing the 2020 Agenda

First, how did we choose the agenda?

- 2020 election and political divides
- Inclusive public policy agenda to unite membership
- Important to women business owners and not politically divisive
- Timely and actionable
- Provide ample opportunity for NAWBO chapters to engage with public officials
- Create an opportunity for us to advance women business policy into the next decade



2020 Advocacy Agenda

- Voter Registration
- Census Participation
- Business Succession Planning and Retirement



Voter Registration

- Ratified on August 18, 1920, the 19th Amendment to the U.S. Constitution granted American women the right to vote.
- 2020 marks the 100th anniversary



Census Participation

- While the Constitution of the United States requires a calculation of the population every 10 years, business owners should recognize the importance of a complete and accurate count by the federal government.
- Through a robust data set, business owners can make better decisions about scaling their business into the next decade.
- Basis for future policy decisions as the data provides a landscape to start economic policy discussions.
- With NAWBO's support of the 2020 Census and by increasing our outreach efforts to encourage our communities to participate, we can help ensure a complete and accurate count.



Business Succession Planning and Retirement

- 2019 NAWBO Membership Survey:
 - 67% of NAWBO members surveyed said they are saving for retirement
 - 58% have not done any succession planning for their business



Toolkit

- Agenda
- Jumpstarting Your Advocacy Efforts
- Talking Points
- Sample Press Release
- Sample Letter



Jumpstarting Advocacy Efforts

Step One:

PART A)

- Compose NAWBO National pre-approved letter

PART B)

- Compose chapter press release using sample press release and send to local media outlets.

Jumpstarting Continued

Step Two: Wait to hear back on correspondence

Step Three: If you receive a response, start a dialogue (email exchanges or phone calls) and find ways to support your representative's efforts or how they can help drive NAWBO's Advocacy agenda.

Step Four: Report back to National by April 20th on your Advocacy efforts.

Talking Points

- NAWBO's members are diverse in many ways including size of their business, the sector they serve in, the stage of business development and personal politics.
- To best represent the diversity within the membership, all the business advocacy issues NAWBO engages in are bipartisan in nature.
- To make the most inclusive public policy agenda, NAWBO picked three policy initiatives that were very important to women business owners and not politically divisive.
- Our Advocacy agenda will be a positive light in the arena of turmoil that is currently American politics.
- With the 100th anniversary of the 19th amendment, a census underway in 2020, and retirement and business succession planning a topic that is all too often neglected by new and even older business owners, NAWBO has decided to three solidify three pillars of importance for public policy in 2020: (1) Voter Registration, (2) Census Participation, and (3) Business Succession Planning and Retirement.



Talking Points for Voter Registration

- **Number One: Voter Registration.**
 - There is no time like the present to fulfill our civic duty and cast a ballot asserting our constitutional right to vote.
 - If we would like to move positive bipartisan business policy forward, we must elect policymakers with our ideals, and the first step is casting our ballots.
 - Voter Registration Drive: Noticing any trends?
 - To the policymaker: On this anniversary, what are you doing to make sure women are engaged in this election cycle?



Talking Points for Census Participation

- **Number Two: Census Participation.**
 - Through a robust data set, business owners can make better decisions about scaling their business into the next decade.
 - By seeing where populations are expanding, specific locations to open new stores, regions to grow business operations, and which products and services to offer, women business owners can scale effectively and efficiently.
 - NAWBO is a national partner of the 2020 Census.
 - NAWBO supported the bipartisan Schatz-Murkowski 2020 Census Resolution to ensure the 2020 Census is fair and accurate.
 - To the policymaker: We know this is the basis for future policy decisions as it will provides the data to build out a landscape to start economic policy discussions. What are you doing to get your constituents to participate?

Talking Points Business Succession

• Planning and Retirement

- **Number Three: Business Succession Planning and Retirement.**
 - In the 2019 NAWBO Membership Survey, 67% of NAWBO members surveyed stated that they are saving for retirement; however, 58% have not done any succession planning for their business.
 - To the policymaker:
 - Do you fully understand the pitfalls when it comes to retirement and business succession planning for women business owners?
 - Are you trying to find ways to ensure that women are just as prepared to enter the workforce as they are to exit the workforce?
 - Have you reviewed the importance of allowing small businesses to join together to offer retirement plans?



Sample Documents

- Go To [NAWBO.ORG](https://www.nawbo.org)
- Click on Advocacy
- Click on 2020 Advocacy Agenda Toolkit
 - You will find links for the sample press release and letter on this page.



Housekeeping

- Unified Advocacy Agenda
- **One** Advocacy Advisory Group
- No Endorsement Program
- **February Advocacy Call**
 - Tuesday, February 18, 2020 at 12PM ET/9AM PT
 - (646) 749-3112 Access Code: 496-440-885



Questions?

Epatout@nawbo.org