



## DOWNTOWN VITALITY ACT 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 Call Script:

Advocate: Hello representative or senator {name}. My name is {--} and 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're supporting **H.228 and S.130, An Act to promote downtown vitality**. 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. BUT.... the Downtown Vitality Act would dedicate 5% of revenues from online sales in Massachusetts to support staffing and operations of cultural districts, business improvement districts, main street associations, and parking benefit districts in Gateway Cities and other low-income communities.

As a constituent, I am excited to see legislation that would support vibrant and creative downtown communities. I hope you'll join Rep. Cabral and Sen. Cronin in co-sponsoring this bill so we can have it reported favorably by the committee.

*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 {--} and I hope this message finds you well. I am a constituent from {town}.

I am calling you today to ask you to co-sponsor **H.228 and S.130, An Act to promote downtown vitality**. The Downtown Vitality Act would dedicate up to 5% of revenues from online sales in Massachusetts to support staffing and operations of cultural districts, business improvement districts, main street associations, and parking benefit districts in Gateway Cities and other low-income communities. This bill is supported by MASSCreative, MassINC, Mass Cultural Council, and many other endorsing organizations.

Please give me a call back at {-----} or send me an email at {----}.

**Suggested 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.228/S.130, An Act to promote downtown vitality, sponsored by Rep. Tony Cabral and Sen. John Cronin. I am reaching out to ask you to co-sponsor these bills so that we can strengthen the creative economy.

This bill would establish the Downtown Vitality Fund and dedicate up to 5% of revenues from online sales in Massachusetts to support staffing and operations of cultural districts, business improvement districts, main street associations, and parking benefit districts in Gateway Cities and other low-income communities.

As a constituent, I am pleased to see legislation that would promote vibrant, creative, and thriving downtown communities. This is why I hope you will join Rep. Tony Cabral and Sen. John Cronin in this work by co-sponsoring both House and Senate bills so they might receive favorable reports from the committee.

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

{Signature}