

# Engage your elected officials on Exchange Day



Exchange Day is a great opportunity to inform elected officials about the power and benefits of international exchange programs.

As you plan your Exchange Day celebrations, be sure to contact elected officials – e.g. mayor, city council members, state representatives and senators, Members of Congress – and invite them and their staffs to participate.

After Exchange Day, send them a brief summary and pictures from your Exchange Day celebrations (even if they do not attend). If they do attend an event, be sure to get photos of officials with exchange program participants and alumni, share photos with their office and with local media, and post to social media pages.

## Invite local offices to participate in Exchange Day

- Reach out to established contacts or district and state offices to ask for the email address of the appropriate staff person.
- Contact and extend Exchange Day invitation. Elected officials and their offices can engage in a variety of ways such as:
  - Participating in an event
  - Writing letters of support for marketing materials
  - Creating messages that can be incorporated in social media posts
- If attending an event, follow up a few days prior to confirm attendance.
- During Exchange Day, sponsors and participants should tweet at your Members of Congress and local officials (you can usually find their Twitter handles on their websites), using the hashtags **#CelebrateExchangeDay** and **#ExchangesImpact**. Include pictures if possible.
- After Exchange Day, send a brief summary of your local Exchange Day events to local offices. Be sure to include links to any local press coverage.