


# TAKE ACTION



Share your voice  
Shape the future  
Take Action!

Experience the **POWER** of building  
**relationships with elected officials**

# Importance of Taking Action

## WHO?

It is important that you build relationships with your elected officials because you: pay taxes , provide jobs, sell tobacco products responsibly, and can provide the other side of the story. **Legislators want to hear from you.**

## WHY?

**Many external factors can affect your business including:** a turbulent economy, higher cigarette and tobacco taxes, massive state budget deficits, looming regulatory issues and threats of tax increases on other products you sell. **All of these directly affect your sales, profits and ability to compete.**

## WHAT?

**Political involvement at the local, state and federal level is a necessity, not a luxury.** Sales of cigarettes and other tobacco products account for more than 36% of in-store sales at convenience stores and are **extremely important to the viability of the convenience store industry.**

## YOU!

**Do you know your legislators' names? Do they know you?** You are an excellent resource for legislators. Your relationship will pay dividends, now and in the future – not only on tobacco issues – but on other proposals that affect your business **at the local, state and federal level.**

# Benefits of Maintaining Relationships



## Benefits to you:

- 1 You have a voice in the legislative process
- 2 You establish credibility with elected officials
- 3 You are a resource to legislators; you can educate them on issues
- 4 You have influence



## Benefits to legislators:

- 1 Gets both sides of the story
- 2 Can make informed decisions
- 3 Better able to do their job & properly represent their district
- 4 Gets votes

# Strategies to Help Build Relationships

**01**  
REGISTER

**Register to vote.** Your vote DOES matter and provides you with a voice in government.

**02**  
CONTACT

**Contact your legislator.** Go to [NoCigTax.com](http://NoCigTax.com), click “**ACT NOW**” and simply type in your zip code to find the name of your elected official.

**03**  
EDUCATE

**Retailers: Educate your employees.** Your employees need to know the importance of making their opinions known – and the influence they can have.

**04**  
VISIT

**Visit your legislator’s office.** A face-to-face meeting is one of the best ways to educate legislators about your concerns.

**05**  
INVITE

**Invite your legislator to your place of business.** Let them see your business first-hand and meet your employees.

**06**  
INVOLVE

**Involve legislators in your business.** This is your chance to **make your business their priority.**

**07**  
ATTEND

**Attend a “Day on the Hill.”** Participate in your trade association’s “Day on the Hill” event at the state capital and plan to visit with your legislator at this time.

The **Time** is **Now**. Don't Wait.

**RESOURCES FOR YOU:**

→ Go to [nocigtax.com](http://nocigtax.com)

→ **Follow the steps** outlined on the checklist

→ Go to [facebook.com/nocigtax](https://facebook.com/nocigtax)

→ **Click “Like”** to follow & recommend the news



→ Go to [twitter.com/nocigtax](https://twitter.com/nocigtax)

→ **Retweet** NoCigTax tweets to your followers



» Click to act now

or call  
866-658-8377

ACT NOW!

WHY CIGARETTE TAXES HURT YOU

HOW YOU CAN HELP

FACTS

IN THE NEWS

ABOUT

## Take Action Now!

*Experience the power of building relationships with elected officials*

Building a relationship with legislators and speaking out on the issues that impact your wallet or your business can and does make a difference. And being politically active is not nearly as difficult or time-consuming as you might think:



"Convenience store operators depend on cigarette sales, which represent more than 36% of in-store sales."

- » Click the **Act Now** button to quickly identify and contact your legislators by e-mail.
- » Call 1-866-658-8337 to be connected to their offices. This is a free call.
- » [Click here](#) for other easy ways to make your opinion known.

With 2010 being an election year, there are additional ways for you to get to know and assist the candidates of your choice. [Click here for more tips.](#)

Only by being part of the political process can we make our voices heard and protect our business. Thank you for all that you do and your continued support.

» Click to act now

or call 866-658-8377



**It only takes  
5 Minutes**

Learn how you can make a difference

## What people are saying



Oregon state... tax initiatives may be harming, <http://bit.ly>

California... <http://bit.ly>

RT @lda fill budget

RT @tax Cigarette

Log on to NoCigTax.com and **CLICK Act Now!** You are on your way to building successful relationships with your legislator.

**GO TO WEBSITE**



# THANK YOU

→ **WHO?** You, and for business owners, your employees

→ **WHY?** It gives you a voice in the legislative process

→ **WHAT?** Get involved and stay involved

→ **HOW?** See the Take Action checklist

→ **WHEN?** Now. Go to [nocigtax.com](http://nocigtax.com) and click “Act Now”

→ **It's your turn.** R.J. Reynolds support is available.

