



Franchise Congress

The Face of Franchise Advocacy

The International Franchise Association's Franchise Congress political grassroots program will enhance IFA's advocacy capabilities at the state and federal levels, allowing us to increase our impact on the issues that affect the success of franchising.

We're in the midst of our most challenging legislative battles this year with the certainty of more to come, and we need the support of all of our franchise activists in our advocacy efforts. As a leader in the small business world, it's your responsibility to stay informed about and involved in the advocacy efforts available to you through the IFA.

Your involvement will be an essential component of our collective success now and in the years to come. **Please fill out the fields below to sign up for more information on the program.**

NAME: _____

TITLE: _____

COMPANY: _____

FRANCHISE SYSTEM: _____

WORK ADDRESS: _____

CITY, STATE, ZIP: _____

HOME ADDRESS: _____

CITY, STATE, ZIP: _____

EMAIL: _____

PHONE: _____

Please fax to 202-628-0812

If you have any questions, please feel free to contact Meredith Nethercutt at mnethercutt@franchise.org or 202-662-0760. Thank you in advance for your support.



Frequently Asked Questions

What is the purpose of the Franchise Congress?

The International Franchise Association launched the *Franchise Congress* initiative in 2009 to bolster the franchise industry's advocacy efforts and ensure its voice is heard on key legislative and regulatory issues. Through the *Franchise Congress*, key franchisors and franchisees, well educated and motivated on issues affecting the franchise community, will be able to make their voices heard by communicating with elected officials. For example, when a debate comes up on union card check or health care mandates, targeted members of Congress will hear from politically tuned-in *Franchise Congress* contacts in the network.

What are various Franchise Congress activities?

While the majority of Franchise Congress members and recruits are franchisees, IFA is looking for anyone in the franchise community who is interested in cultivating and maintaining a relationship with their member(s) of Congress, as well as making contact on key franchise issues. Again, the main program goal is to form a tight-knit group of franchise business leaders who will serve as ambassadors within their communities.

Examples of Franchise Congress member activities include:

- Writing, emailing or calling elected officials through FranchisingVotes.com
- Attending IFA's annual Public Affairs Conference in Washington, DC (September)
- Participating in elections and get-out-the-vote efforts
- Forming or joining a local coalition or small business group
- Attending town hall or in-district meetings with members of Congress
- Educating the public and local media through letters to the editor and op-eds
- "Friending" "Franchise Congress" on Facebook.com and following "tweets" on Twitter.com under "FranchiseCong."

How much time will I need to devote as a member?

While Franchise Congress involvement is intended to require a minimal allotment of your time since we know have businesses to run, recruitment is focused on attracting and retaining reliable and politically active members to participate. Periodic webinars, conference calls, training sessions and in-person meetings are scheduled on an as-needed basis. Most activity on members' part takes place back in the district. Most members will attend periodic town hall meetings, set up a site tour with their member of Congress, or take a few minutes to make a phone call or send an email on an issue every quarter.

What is the best way for me to get involved?

VISIT www.FranchisingVotes.com to access all of IFA's advocacy tools. Contact Meredith Nethercutt at 202-662-0760 or mnethercutt@franchise.org to find out how you and your franchise can best get involved in IFA's advocacy and Franchise Congress program efforts.

Franchise Congress

Building local relationships, one opportunity at a time.