

2015 American Boating Congress (ABC)

Communications Content Toolkit

i. [American Boating Congress 2015 Talking Points](#)

Talking points for the 2015 American Boating Congress can guide newsletter content, email blasts, direct mail marketing efforts or interviews with members of the media. These key messages include language that outlines the event and why it is important to the recreational boating industry.

ii. [American Boating Congress 2015 Sample Email Blast](#)

A sample email blast provides a template for you to use when informing members of your organization about the American Boating Congress and why they should attend. The email is meant to drive registration and encourage all segments of the boating industry to actively participate in advocacy through ABC.

iii. [American Boating Congress 2015 Sample Media Advisory](#)

A sample media advisory alerts press of your organization's involvement in the 2015 American Boating Congress as a cohost. This also invites interested media to attend ABC or simply engage with your organization through interviews to learn more about the event and your specific involvement.

iv. [American Boating Congress 2015 Sample Social Media Content](#)

Sample content for social media includes posts and hashtags for use across platforms such as Twitter, Facebook and LinkedIn. This content contributes to grassroots communication, engaging users and encouraging them to "like," share and distribute ABC messaging.

American Boating Congress 2015 Talking Points

- *What is ABC?*
 - Join recreational boating industry advocates, stakeholders, policy makers, co-hosts and more on May 11-13 for the 2015 American Boating Congress (ABC) in Washington, DC.
 - ABC takes place at Renaissance Washington, DC– 999 Ninth Street NW, Washington, DC 20001.
 - ABC will once again feature an engaging line-up of savvy experts available to answer industry and policy-specific questions affecting your business.
- *Why is ABC important?*
 - You are the industry's most effective advocate. No lobbyist is as influential as an employer from a member's district or state.
 - The recreational boating industry is an ecosystem; legislation or regulation that adversely impacts one segment of our industry will eventually adversely impact the entire industry.
 - Attending ABC and going on Capitol Hill visits with others from your state is the best way to update your representatives on issues that affect your business and help them to understand your position when voting on issues that affect our industry.
 - Elected officials listen when their constituents talk. Your voice is our most valuable asset.
 - Did you know that 46% of Congressional staff say that a constituent's visit to a Member's DC office has "a lot" of influence?
 - Or that those constituents who make the effort to personally communicate with their Senators and Representatives are more influential than lobbyists and news editors?¹
- *Who attends ABC?*
 - Are you a boating industry advocate? A marine manufacturer, dealer, business owner or stakeholder? Do you have a keen interest in recreational boating policy and regulatory matters? Then you should attend ABC.
 - This year's co-hosts are an integral part of planning ABC, contributing time to program development and committing themselves to growing the boating industry through public policy advocacy.
- *What's new this year?*
 - NEW look! Notice anything different about this year's logo? We've given ourselves a makeover for the new year!
 - NEW location! The Renaissance Washington hotel is a premiere location with updated amenities to accommodate the growth of the American Boating Congress.
 - NEW Welcome Reception on the evening of May 11th at the Smithsonian National Portrait Gallery. A networking opportunity in an historic location for you and your industry peers to kick off the conference.
 - NEW location for the BoatPAC reception! The roof of 20 F Street in Washington, D.C. lets you socialize with your peers and thank our members of Congress for their work on behalf of the industry, all set against the nighttime skyline of our nation's capital.
 - NEW Hill Visit opportunities! Team up with your peers and address top issues of concern with group Hill Visit scheduling. Stay tuned for additional information.
 - NEW issue briefing sessions! Choose from multiple course tracks and spend time only focused on the issues most pressing to you and your business.
- *How will I benefit from attending ABC?*
 - Meet elected officials to discuss your policy concerns;
 - Speak directly with policymakers in your Congressional district ;
 - Learn more about the Congressional process and how you can stay involved year round;
 - Hear from elected officials, policy makers, and distinguished speakers; and
 - Join your peers from all segments of the industry to ensure a healthy future for recreational boating.

- You don't need to be expert in government affairs. American Boating Congress supporters and staff will provide opportunities and tools, arming you with the information you need to make your visit to Capitol Hill impactful!

ⁱ Congressional Management Foundation, *Communicating with Congress: Perception of Citizen Advocacy on Capitol Hill, 2011.*

American Boating Congress Sample E-Blast

SUBJECT: <INSERT ORGANIZATION NAME > Invites you to the American Boating Congress

EMAIL BODY:

The [American Boating Congress \(ABC\)](#), cohosted by numerous marine industry organizations including <INSERT ORGANIZATION NAME,> has lined up an influential group of industry authorities and government officials. Plus, ABC is your chance to make our industry's voice louder on Capitol Hill and speak directly with Members of Congress.

Elected officials listen when their constituents talk. Your voice is our most valuable asset!

Join us, May 11-13, 2015 in Washington, DC to become an advocate for boating. ABC takes place at Renaissance Washington, DC (999 Ninth Street NW, Washington, DC 20001.)

[Register](#) now to secure a place at this important event!

Save money by registering early and receive additional discounts when two or more attendees register from the same company. Room blocks are available at multiple properties in Washington D.C. [Click here](#) to make your hotel reservation.

Learn more about [ABC's speakers and agenda](#) or [view photos](#) from past events!

Contact: <INSERT CONTACT NAME & INFORMATION>

American Boating Congress Sample Media Advisory

MEDIA ADVISORY

<INSERT DATE>

Contact

<INSERT CONTACT NAME/INFORMATION>

<INSERT ORGANIZATION NAME> to Co-host 2015 American Boating Congress

On May 11-13, 2015 in Washington DC, INSERT ORGANIZATION NAME will join a broad group of co-hosts to support the American Boating Congress. This year, driven by 2014's success, numerous industry partners have agreed to co-host ABC, joining the rallying-cry to strengthen the industry's collective advocacy impact. An engaging lineup of event speakers will feature an influential group of policy specialists and industry authorities, as well as legislative and regulatory officials.

<INSERT QUOTE FROM ORGANIZATION LEADERSHIP>

As co-hosts, these organizations have committed themselves to growing the industry through public policy advocacy. Assembling from a wide variety of industry segments, these groups provide ongoing counsel and insight into what issues are of the most pressing interest to stakeholders and advocates, ensuring that ABC's agenda will be packed with timely and relevant policy matters. Co-hosts will be attending ABC with representatives from their respective organizations, contributing to a dynamic dialogue during the event.

Interested in attending ABC as a member of the media? Join us! For more event information, please [click here](#).

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About ORGANIZATION: <INSERT BOILERPLATE LANGUAGE AND WEBSITE>

American Boating Congress Sample Social Media Content

Your voice. Your vote. Your industry. #ABC2015 Registration open now <http://bit.ly/1eGvdjj>

Who should attend #ABC2015? Boat/engine/accessory manufacturers, dealers, marina operators & owners, service providers, state/local MTAs.

Advocacy grows boating. Congress's decisions affect the boating industry. Stand up and be counted at #ABC2015

Recreational boating creates jobs, economic activity & improves the lives of Americans. Share your story! #ABC2015 #advocacy <http://bit.ly/1eGvdjj>

Remind Congress that BOATERS are VOTERS! #ABC2015 <http://bit.ly/1eGvdjj>

Register TODAY and \$ave! American Boating Congress registration open now <http://bit.ly/1eGvdjj>

Tell Congress about boating's economic impact, the jobs it creates, families it supports & social benefits it provides #ABC2015

It is important that we stand together to protect the recreational boating ecosystem #ABC2015

Recreational boating supports nearly 340,000 American jobs. Help Congress understand our economic impact! #ABC2015

Join the rallying-cry. Strengthen the industry's collective advocacy impact! #ABC2015 <http://bit.ly/1eGvdjj>

Tell us why YOU plan to attend the American Boating Congress using #ABC2015!

Have you invited your colleagues and business partners to #ABC2015? Group discounts available! <http://bit.ly/1eGvdjj>
Concerned about #ethanol policy and the #RFS? Join us at #ABC2015 to tell Congress why! <http://bit.ly/1eGvdjj>

How is #tax policy affecting your business? Attend #ABC2015 to tell Congress! <http://bit.ly/1eGvdjj>