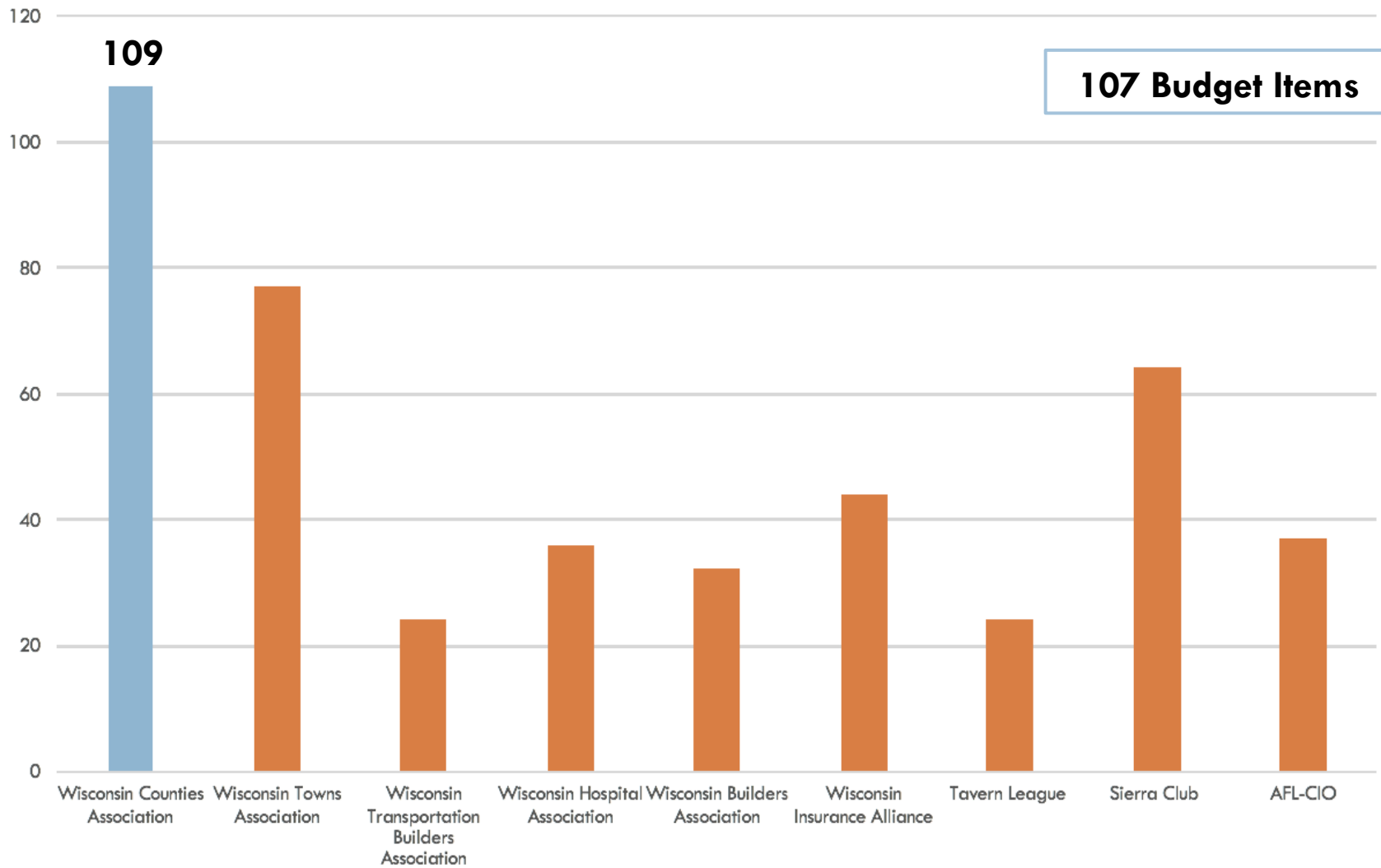


WCA MEMBER ENGAGEMENT

Get Involved. Stay Engaged!

Number of Bills/Resolutions

2017-2018

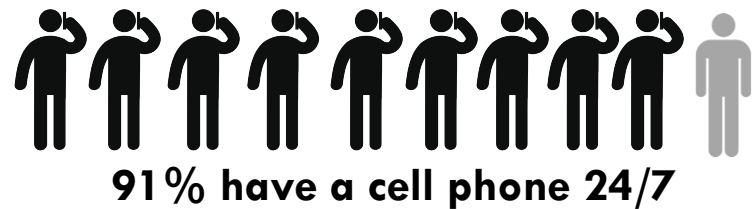




Text WCA to 52886

The Landscape

- It takes 90 minutes for the average person to respond to an email. It takes 90 seconds for the average person to respond to a text message.
- Text messaging has a 98% open rate; statistically, that's almost perfect.



Goal: Member Engagement

- Engage more county officials with state legislators and officials.
- Legislative days: “WCA County Ambassador Program.”



Current Call to Action Process



- Call to Action: You receive an email, within the email is suggested text.
- You craft your own email message, or copy and paste our message into your email, then you find the email address of legislators and send it to them.

Wisconsin Counties Association

Protecting the Interests of Wisconsin County Government



MEMORANDUM

TO: Wisconsin County Officials

FROM: WCA Executive Director Mark D. O'Connell

DATE: December 12, 2017

SUBJECT: Assembly Bill 361 - ALERT

This Thursday, December 14, 2017, the Assembly Committee on Ways and Means will hold a public hearing at 10:00 a.m. on Assembly Bill 361.

WCA is opposed to Assembly Bill 361, as it requires referendum approval prior to a county or municipality enacting a local vehicle registration fee (commonly referred to as a wheel tax). For counties currently imposing a vehicle registration fee, the bill requires approval via referendum no later than 18 months after the effective date of the bill.

WCA is looking for speakers to attend the hearing and testify in opposition to the bill. If you are available and willing to testify, please contact **Dan Bahr**. WCA will be testifying against the bill, but it would be incredibly helpful to have members speak in opposition as well. If you are unable to make it to the committee hearing, please contact your lawmakers. To find your legislator [click here](#).

If you need any assistance, please contact Dan Bahr or Chelsea Fibert at [608.663.7188](tel:608.663.7188). Thank you and we look forward to seeing you later in the week.

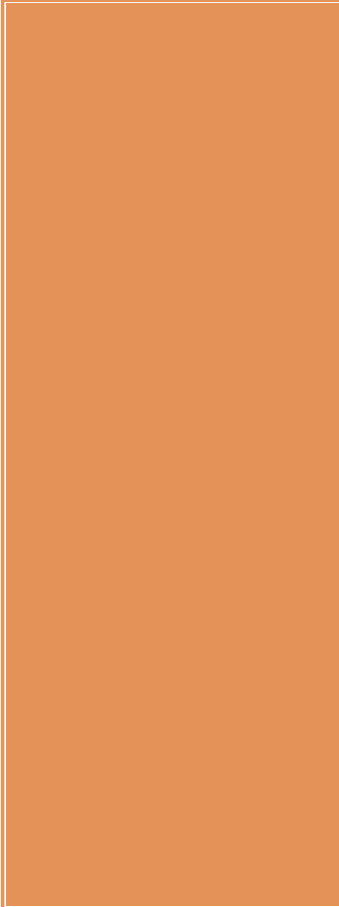
There's An Easier Way!

- What if there is an even easier way to maximize our influence on important public policy issues and connect county officials with their legislators in a simple way?



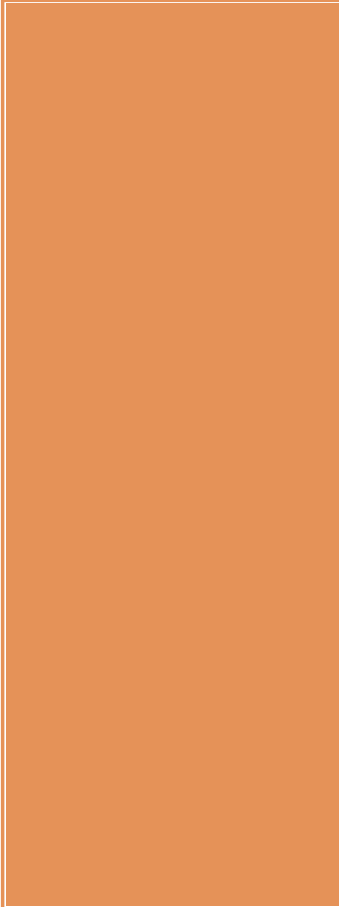
Introducing WCA Phone2Action



- 
- Advocacy tool utilizing technology
 - A new fast and easy way to connect with your legislators using your smartphone.
 - Allows you to be contacted via your smartphone when we need you to act.

Text, Email or Call Legislators



- 
- You will also be contacted as a follow up via email with a direct link to message YOUR legislators for specific issues.
 - It will even give you the option to directly connect you to their office phone if you wish to call them.

Pre-Written AND Personalized



- The text/email will include a pre-written, personalized message from you directly to your legislators with issue specific details.
- You no longer have to write anything, we will craft the message for you.
- Of course, you are more than welcome to add local flavor to your email, or you can send as is.

WCA Phone2Action

- You can send that message directly from your smart phone or if you prefer, you can do it on your laptop/desktop computer.
- In seconds, you as county officials can send personal messages to YOUR legislators through any or all of the following channels: Email, Twitter, Facebook, Phone call



Please Get Out Your Smart Phone

**We are asking you all today to engage with
WCA Phone2 Action and SIGN UP for the
program.**

SIGN UP....

- We are here to answer any questions and help.
- When you sign up, your name will appear on the screen up here. When we are done, we're going to immediately draw three names to win an Amazon gift card.





THANK YOU!

Contact Michelle Thompson at 866.404.2700 or via email at michelle@thompson-communications.com with questions.