



Guide to Conducting a Jobsite Tour

Showcasing an AGC member company jobsite to candidates and members of Congress

Disclaimer

The content of this packet applies only to federal activities. Please consult your legal counsel or local election attorney on local and state matters.

If you have any questions, please contact David Ashinoff, AGC of America's Director of AGC PAC & Political Advocacy, at ashinoffd@agc.org or (202) 547-5013.



Jobsite Tour Checklist

Planning a Jobsite Tour

- ☐ Help the member company determine the objectives for the visit.
- ☐ Assist with crafting a written invitation
- ☐ Suggest what information the member company should share with the candidate or member of Congress prior to the visit.
- ☐ Assist the member company in mapping out the tour.
- ☐ Rehearse the tour with the member company the day before.

Conducting a Jobsite Tour

- ☐ Tell the member company to begin the visit in their central or on-site office.
- ☐ Remind the member company to talk in quiet areas along the way.
- ☐ Encourage the member company to introduce the employees the candidate or member of Congress encounters during the tour.
- ☐ Suggest the member company conclude the tour with a meeting.

Following a Jobsite Tour

- ☐ Remind the member company to send a thank you note to the candidate or member of Congress.
- ☐ Suggest the member company send a thank you communication to employees.
- ☐ Use social media to recap the tour.
- ☐ Assist with forwarding digital photographs to the candidate's or member of Congress' press secretary.
- ☐ Tell AGC of America about the tour and share any photos.



Planning a Jobsite Tour

Visits by candidates and members of Congress to your member companies are an effective way for executives and employees to build relationships with their legislators. Jobsite tours illustrate firsthand how construction processes relate to legislative issues and are an excellent tool for grassroots advocacy.

Jobsite tours also provide an opportunity to showcase your member companies' facilities' environmental, health, and safety standards.

The following guidelines will help you plan a successful jobsite tour with a member company:

► **Help the member company determine the objectives for the visit.**

Decide what issues they want to discuss and how best to link these issues visually with jobsite operations.

► **Assist with crafting a written invitation.**

The member company should provide a range of dates to accommodate busy campaign or legislative schedules. If inviting a member of Congress, providing dates during congressional recesses are especially appropriate. Have the company PDF the invitation and send it to the office scheduler. If they are unsure who to contact, AGC of America staff can help provide the appropriate name and contact information. Please have the member company forward a copy of the invitation to the AGC PAC Director at agcpac@agc.org.

► **Suggest what information the member company should share with the candidate or member of Congress prior to the visit.**

For example, suggest the total number of employees, major projects underway or recently completed, type of construction, safety requirements, equipment, etc.

► **Assist the member company in mapping out the tour.**

Help develop a tour schedule and route that illustrates the objectives the member company wants to set for the visit.

► **Rehearse the tour with the member company the day before.**

It may be helpful for participants to answer possible questions to prepare for issues the legislator might raise.

Conducting a Jobsite Tour

A jobsite tour is an appropriate and useful way to educate legislators and help increase the 'comfort index' of grassroots participants.

While a jobsite tour may be a familiar activity, the following tips will assist you in helping member companies conduct a tour that meets their objectives:

► **Tell the member company to begin the visit in their central or on-site office.**

Suggest the member company provide the candidate or member of Congress with an overview of important facts about the member company's facilities and the tour, including environmental and energy problems and outlays, standards and advances in health and safety, and new equipment.

► **Remind the member company to talk in quiet areas along the way.**

Help the member company provide the candidate or member of Congress with an economic profile, including the company's number of employees and amount of payroll, taxes, and local expenditures for materials and services. Have them avoid overwhelming the guest with more technical or economic data than an interested layperson can absorb.

► **Encourage the member company to introduce employees the candidate or member of Congress encounters during the tour.**

Remember, employees are constituents. Also be sure to introduce all those with whom the guest has a personal or political relationship.

► **Suggest the member company conclude the tour with a meeting.**

A discussion provides an opportunity to answer the candidate's or member of Congress' questions and reemphasize key messages and legislative issues in detail.

Following a Jobsite Tour

To build on the relationship established by the tour, below are suggestions for follow-up activities:

- ▶ **Remind the member company to send a “thank you” note to the candidate or member of Congress.**

Always thank the guest in writing. The member company should reiterate the points discussed during the visit.

- ▶ **Suggest the member company send a “thank you” communication to employees.**

Encourage them to recognize employees who helped organize and conduct the tour.

- ▶ **Use social media to recap the tour.**

Let your Facebook and Twitter followers know that a member of Congress just toured one of the chapter’s member company jobsites. It is also important to thank the member of Congress for taking the time to visit with a member company.

- ▶ **Assist with forwarding digital photographs taken during the tour to the candidate’s or member of Congress’ press secretary.**

- ▶ **Tell AGC of America about the tour.**

Email the AGC PAC Director at agcpac@agc.org notifying him or her of the tour. Make sure to attach any pictures or press clippings.



Sample Invitation

Below is a sample letter a member company can use when inviting a member of Congress to tour a local construction jobsite. It can easily be adapted for a congressional candidate by addressing it to him or her at the campaign headquarters.

DATE

The Honorable John Doe
United States House of Representatives (or United States Senate)
Washington, D.C. 20515 (or 20510)

Dear Representative (or Senator) Doe:

On behalf of [Company Name], I would like to extend an open invitation to you to tour one of our jobsites. As a member of the Associated General Contractors of America (AGC), we encourage members of Congress to visit the jobsites of their local construction workers for the opportunity to see the importance of the industry firsthand.

[Overview of company in two or three sentences]

This tour is an informal opportunity for you to see a local jobsite and speak candidly with our employees. The format usually calls for the tour, brief refreshments, open discussion with our employees (including a question and comment period), and a photo opportunity. We expect the entire event to take no more than 60 minutes. Let me suggest the following dates:

- [Insert Day, Month, Date—suggested time frame]
- [Insert Day, Month, Date—suggested time frame]
- [Insert Day, Month, Date—suggested time frame]

We sincerely hope you will accept our invitation to participate. Please let me know at your earliest convenience if one of these dates will work with your schedule. If not, please feel free to suggest alternative dates.

Our employees would truly appreciate the opportunity to have you see their hard work, firsthand. Please feel free to contact me at [phone number] or [email] if I can provide any further information or to RSVP.

Sincerely,

[Name]
[Title]



Sample Social Media Messages

A chapter can tweet before the visit their excitement about the impending tour, and send a picture while the event is going on. They can also use social media to publicly thank the candidate or member of Congress for visiting and engaging with member company employees. Be sure to retweet or “like” any company posts.

Be sure to cross-post to the guest’s own social media feeds so they can respond. Here is a complete list of the [House](#) and [Senate](#) members’ Twitter handles as well as other social media accounts.

Here are a few sample tweets and Facebook posts:

Twitter:

- Excited to welcome @(candidate/member of Congress Twitter handle) at AGC member company-@(company’s Twitter handle) to talk about the construction industry.
- Great to have @(candidate/member of Congress Twitter handle) visit @(company’s Twitter handle) today! Glad to hear (his/her) enthusiasm for construction! (attach picture with lawmaker)
- Thanks to @(candidate/member of Congress Twitter handle) for promising to help advance construction priorities after visiting @(company’s Twitter handle) today! (Attach picture with lawmaker)

Facebook:

- Thank you to (candidate/member of Congress Name) (Tag his or her official Facebook page) for visiting (Company Name)’s (Project Name) jobsite in (City Name) today! They had a great discussion with (him/her) about the issues important to their company, its employees, and the construction industry! (Attach picture with lawmaker)