



# Guide to Conducting a Jobsite Tour

Showcasing your 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](mailto:ashinoffd@agc.org) or (202) 547-5013.





# Jobsite Tour Checklist

## Planning a Jobsite Tour

- ☐ Determine the objectives for the visit.
- ☐ Issue a written invitation.
- ☐ Announce the visit to all employees.
- ☐ Arrange for photographs during the tour.
- ☐ Decide what information to share with the candidate or member of Congress prior to the visit.
- ☐ Choose the tour guide with care.
- ☐ Map out the tour.
- ☐ Prepare key equipment and safety gear ahead of time.
- ☐ Rehearse the tour the day before.

## Conducting a Jobsite Tour

- ☐ Begin the visit in the central or on-site office.
- ☐ Talk in quiet areas along the way.
- ☐ Introduce the employees the candidate or member of Congress encounters during the tour.
- ☐ Conclude the tour with a meeting.

## Following a Jobsite Tour

- ☐ Send a thank you note to the candidate or member of Congress.
- ☐ Send a thank you communication to employees.
- ☐ Use social media to recap the tour.
- ☐ Forward 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 jobsites are an effective way to build relationships with lawmakers. Jobsite tours illustrate firsthand how construction processes relate to legislative issues and are an excellent tool for grassroots advocacy. They also provide an opportunity to showcase your company's environmental, health, and safety standards.

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

► **Determine the objectives for the visit.**

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

► **Issue a written invitation.**

You 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. PDF the invitation and send it to the office scheduler. If you are unsure who to contact, AGC of America staff can help provide the appropriate name and contact information. Please forward a copy of the invitation to the AGC PAC Director at [agcpac@agc.org](mailto:agcpac@agc.org).

► **Announce the visit to all employees.**

Once the tour is confirmed, promote it throughout the company by distributing a brief biography of the candidate or member of Congress.

► **Arrange for photographs during the tour.**

Work closely with the guest's press aide on publicity and news coverage.

► **Decide what information to 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.

► **Map out the tour.**

Develop a tour schedule and route that illustrates the objectives you set for the visit.

► **Choose the tour guide with care.**

The guide should be articulate, knowledgeable about jobsite operations, and knows everyone by name the guest is likely to meet.

► **Prepare key equipment and safety gear ahead of time.**

Ensure that equipment is operating to provide action interest. Provide safety gear to all participants when necessary.

► **Rehearse the tour 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 conducting a tour that meets your company's objectives:

▶ **Begin the visit in their central or on-site office.**

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

▶ **Talk in quiet areas along the way.**

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. Avoid overwhelming the guest with more technical or economic data than an interested layperson can absorb.

▶ **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.

▶ **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:

► **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.

► **Send a “thank you” communication to employees.**

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 company’s jobsites. It is also important to thank the Member of Congress for taking the time to visit with your employees.

► **Forward 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](mailto: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 you 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 company 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 employees.**

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! We had a great discussion with (him/her) about the issues important to our company, its employees, and the construction industry! (Attach picture with lawmaker)

