



Virtual Lobby Day A Step-by-Step Guide

1. **Enlist** people to call their Senator or Assembly member
 - Members of management teams
 - Residents/Patients and family members
 - Staff
 - Board of Directors/Trustees
 - Volunteers
 - Vendors
2. **Create** a Virtual Lobby Day Center
 - Set up a table or desk with a phone.
 - Post the name and phone number of the Senator and Assembly member from your district.
 - Make the subject of your call available to those participating.
3. **Provide** an incentive
 - Find creative ways to get people involved!
 - For example, LeadingAge New York is sponsoring a drawing of \$100 prizes – simply send in your response form and your name may be selected to win \$100!
4. **Complete** the Response Form
 - This is important to help LeadingAge New York keep track of the legislators that have been contacted and will help in entering the participants in the prize drawings.