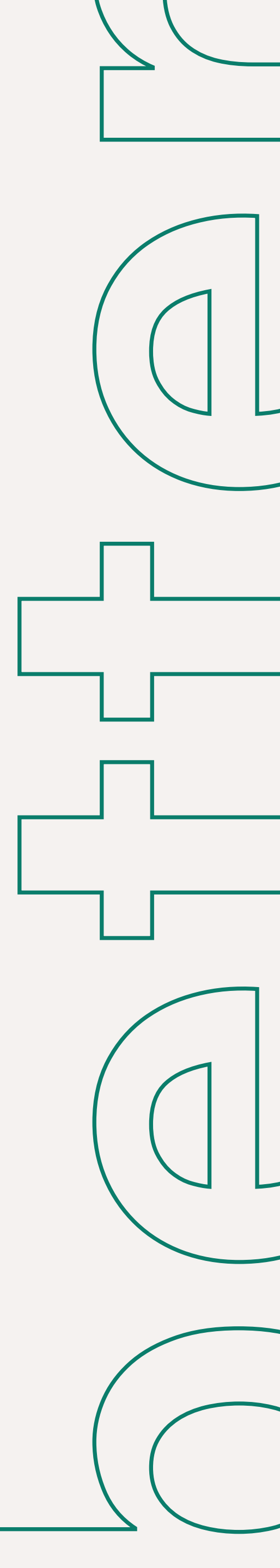




MP Engagement Toolkit

Amplify your support for the Better Business Act.



What's in the toolkit?

1

[Make your voice heard](#)

A welcome from the Better Business Act (BBA) team, inspiring you to engage your MP with the campaign.

2

[Write to Your MP](#)

A sample email template and our top tips for writing to your local MP about the BBA.

3

[Host Your MP](#)

How to coordinate, promote and make the most out of an in-person MP visit to your business.

4

[Attend MP surgeries and events](#)

How to best prepare for and get the most out of attending MP surgeries and events.

5

[FAQs](#)

Find out who your MP is, how to get in touch with them and who else in your area supports the BBA.

Make your voice heard

Your MP was elected to represent their constituents - including you!

Showing MPs first-hand that businesses in their constituency support the Better Business Act, and are already taking ownership of their social and environmental impact, is vital to help build the case for the campaign.

You don't need to be a policy expert to engage with your MP on the BBA. Many MPs themselves are not specialists – and you *are* the expert on your own business!

This toolkit is your guide on how to communicate your support for the BBA to your MP through a range of templates including:

- [Writing to your MP](#)
- [Hosting your MP](#)
- [Guidance on attending MP surgeries and events](#)



Write to Your MP

When MPs get an email from a constituent about an issue, it makes them more likely to take notice. If they get lots of emails on the same topic from different constituents, they'll be more convinced it's an issue that requires action.

Search the postcode of your business address on the [MP Directory website](#) to look up your MP. You should find their email address on the 'contact information' tab.

■ Tip 1: Be personal — and persistent!

MPs receive hundreds of messages a day and are more likely to respond to personalised correspondence. Share your experience so your MP understands why this issue is important to you. MPs are often very busy and have a small team to help process their emails - don't be afraid to nudge them!

■ Tip 2: Power of three

In all engagement with MPs, it can help to think about the three most important messages you want to get across. Your MP might not know much about the issue, so it will be useful to explain clearly *what* the current problems are, *why* the BBA will help address them, and *what ask* you have of them.

■ Tip 3: Include your postcode

It's parliamentary protocol that MPs only respond to constituents so don't forget to include this.

[Access our sample letter template.](#)

Host Your MP

MPs take an active interest in the businesses in their constituency. Inviting your local MP to visit your business is a great opportunity to highlight your work and why you support the BBA.

□ Tip 1: Coordination

Please CC emails to MPs to: act@betterbusinessact.org

You can also email us to be put in touch with other BBA supporters in your constituency. We'll keep track of MPs who supporters have heard from and their responses to help you coordinate with fellow BBA supporters in your area.

□ Tip 2: Think visually

Local newspapers like to see images of politicians participating in an activity and getting involved with your business, whether that's meeting office workers, pouring a pint or visiting a local production site! A group photograph with staff is equally effective. Share the photo on social media too and tag @betterbusinessact.

□ Tip 3: Publicity

Share the visit with local press and on social media. See example Tweet below: *Fantastic to have hosted @YourMP today. Delighted to have been able to speak about the @betterbizact and explain how it will make all businesses responsible for benefiting workers, communities & the planet while delivering a profit.*

□ Tip 4: Follow-up

After the visit, follow-up with an email to thank your MP, recap the issues discussed and reiterate any ask that was made. Remember we're here to help you! Email us at act@betterbusinessact.org for support with organising your MP visit, identifying local media opportunities and ways to maximise your social media reach.

Attend MP surgeries and events

Another way to engage with your MP is to meet with them at their regular [surgeries](#), attend a Q&A or hustings event. MPs' surgeries are usually advertised on their websites and in local media. Periodically, and especially before elections, MPs take part in Q&A sessions or 'hustings' - a great opportunity to raise the BBA with your MP.

□ Tip 1: Be prepared

Using the 'power of three' principle, prepare in advance the main points you want to get across and any question you wish to ask. You can view your MPs profile on [TheyWorkForYou](#) to help you understand what they care about and how best to approach the issue.

□ Tip 2: Have a clear ask

Aim to give your MP an action to take the issue forward. Ask them to visit your business to see the BBA principles in action, arrange meetings with other BBA businesses to discuss the issue further or simply to lend their support to the campaign.



FAQs

1 Who is my MP?

Search constituencies and MPs in the United Kingdom by name, postcode or location [here](#).

2 How do I get in touch?

The above link will take you to a page listing your MP's contact details. Contact them via their Constituency Office.

3 Should I write to the MP who represents my home or my business?

Ensure that you are inviting the MP who represents the particular site where you want to host the visit.

4 Who else in my area is supports the BBA?

Offering MPs an opportunity to engage with several local business in a compressed format can be a compelling proposition. Email us at act@betterbusinessact.org and we can look at putting you in touch.

5 How should I follow up?

MPs will appreciate the message and it will ensure that a good relationship is maintained. Email us and we can support you in shaping an appropriate follow-up with clear asks. What these asks are will depend on how your visit went and could range from asking a question in the Commons to convening a further event on the BBA.



Thank you!

Any questions? Read our [FAQs](#) or reach out to act@betterbusinessact.org

