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## RECESS PACKET

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April 2017

## Why You Need to Be an Advocate

Women Impacting Public Policy advocates for women entrepreneurs every day. On Capitol Hill and with the Administration, WIPP is active in promoting our agenda. But any successful advocacy effort also includes direct communications between constituents and their elected officials.

That is where *you* come in.

As women entrepreneurs, you are affected by government policy every day – from limits on capital access, to entering the federal market or simply paying your taxes. WIPP aggregates those concerns and issues to drive our policy priorities.

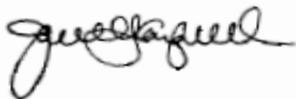
While WIPP's government relations team will continue to advocate for the nearly 10 million women business owners nationwide, your engagement with lawmakers in your home districts and states can make all the difference.

While legislators are home during the April recess, we encourage you to set up a meeting with them and let them know exactly what women business owners need—which policies need their focus and what legislation needs their support.

In this packet, you'll find tips on how to reach your legislator, what issues WIPP is advocating for and how to make the meeting valuable. We also include a one-page document you can print out and leave behind with your representative after your meeting so they have the important information right at their fingertips.

Thank you for everything you do to help women business owners thrive!

Sincerely,



Jane Campbell, WIPP President



## How to Reach Your Legislator

The best way to make sure WIPP's message is heard nationwide is to schedule a meeting with your Representative and Senators through their local district office, but other options also exist.

- Click [here](#) to find your Representative and click [here](#) to find your Senators. There is a tool that allows you to enter your zip code to determine your Representative. Each Member will have a website with the locations of District/State offices.
- Schedule a meeting with your legislators. Call your local office as early as possible and be flexible. You may have to make more than one call to arrange this meeting.
- Alternative to one-on-one meetings is attending District/State town hall meetings. These are open to the public and can generally be found on the Members website or by contacting the office. If you attend one of those events, you can request a brief introduction with the Member.
- Finally, social media, including Twitter and Facebook, are brief, but well-used avenues for communicating with legislators. Committees also have social media accounts where comments can be directed.

## What to Talk About

**Encourage Tax Reform.** At the top of the Congressional agenda is tax reform. Playing a major role in the Presidential campaign last year, tax reform continues to rank as a top issue among voters. With respect to business owners, tax reform cannot come soon enough. Urge your Senator/Representative to get serious about tax reform. Promote the three principles in WIPP's blueprint:

- Reform the tax code to make deductions and credits equitable no matter what the structure of the company
- Permanently repeal the estate tax and allow small businesses to pass from one generation to the next
- Simplify the tax code for small businesses to reduce the imbalanced cost of compliance vs. large businesses

**Share WIPP's New Economic Blueprint.** WIPP released its [Economic Blueprint for 2017](#). Share the blueprint with your legislator. The document contains policy principles important to women entrepreneurs.

**Advocate for Funding Programs that Support Women Entrepreneurs.** As the Congress considers funding the rest of FY17 and starts funding discussions for FY18, please tell your legislator of the importance of funding programs that assist entrepreneurs succeed. Below are the funding levels WIPP supports.

<u>Program</u>	<u>Request</u>
Microloan Lending.....	\$44M
Microloan Technical Assistance.....	\$31M
Office of Advocacy.....	\$9.3M
PRIME.....	\$10M
Women’s Business Centers.....	\$21.75M

*Descriptions of these programs are in the Congressional leave-behind below.*

## **Making the Meeting Valuable**

The goal of Congressional outreach during recess is to amplify the message WIPP builds in Washington. Start by introducing yourself, your business, and WIPP.

Meeting tips:

- **Keep it Simple:** Members will likely not know the ins and outs of our policy requests. Likewise, you are not expected to be a policy expert.
- **Keep it Concise:** These meetings tend to be short. Know what you want to say and focus on the “ask.”
- **Share Your Story:** Talk about your business and how you contribute to the community.
- **Bring Your Handout:** Leave behind the one-page talking points on the [2017 WIPP Economic Blueprint](#), labeled “One Page Congressional Leave Behind” below.
- **Follow Up:** Follow up matters. After the meeting be sure to send the appropriate thank you email to the legislator and any staff members in attendance. If you discussed any items that need to be passed along, please do so. If the legislator asked you any questions you need additional information on, please make sure you follow up. If you need WIPP’s assistance for follow-ups information, please feel free to send your requests to our managing director – Roz Alford at [ralford@wipp.org](mailto:ralford@wipp.org).



# CONGRESSIONAL LEAVE BEHIND

## April 2017

### 2017 Economic Blueprint: A Way Forward

Women business owners are an economic force. They’re growing at nearly four times the rate of men-owned businesses, they generate \$1.6 trillion in receipts and they make up 36 percent of all non-farm businesses in this country. The Economic Blueprint sets bold, comprehensive public policy expectations on behalf of the women business owner community. Below are highlights from the Blueprint, which is available on [www.WIPP.org](http://www.WIPP.org)

### Core Principles

#### Tax

- Reform should provide relief to small businesses, especially for pass through entities.
  - Reform the tax code to make deductions and credits equitable no matter what the structure of the company
  - Permanently repeal the estate tax and allow small businesses to pass from one generation to the next
  - Simplify the tax code for small businesses to reduce the imbalanced cost of compliance vs. large businesses

### Budget Requests to Support Core Principles

<u>Program</u>	<u>Request</u>
Microloan Lending.....	\$44M
<i>SBA’s Microloan program provides loans in amounts of \$50,000 or less to the smallest of small businesses and startups. The average microloan is about \$13,000.</i>	
Microloan Technical Assistance .....	\$31M
<i>In addition to the loan itself, the Microloan program provides borrowers with marketing, management, and technical assistance.</i>	
Office of Advocacy.....	\$9.3M
<i>The SBA Office of Advocacy is an independent voice for small business within the federal government. It informs federal agencies on the small business impact of proposed regulations</i>	
PRIME .....	\$10M
<i>Provides assistance to organizations that help low-income entrepreneurs who lack sufficient training and education to gain access to capital to establish and expand their businesses.</i>	
Women’s Business Centers.....	\$21.75M
<i>Assist women in starting and growing small businesses by providing training and counseling services.</i>	