

ISSUE

ADVOCACY TOOLKIT FOR  
INDEPENDENT WORKERS

01

**ipse**<sup>u.s.</sup>  
For one, for all



**ipse**<sup>u.s.</sup>  
For one, for all



## **CREATED BY IPSE-U.S.**

This toolkit was created by the Policy and Advocacy Team of IPSE-U.S., the Association of Independent Workers.

We are an association that advocates for labor policy reform on behalf of a workforce which numbers over 50 million strong. We are dedicated to advancing the freedom of America's Independent Workers by giving them an equal voice in public policy, an equal choice to pursue their work style without fear, and equal access to benefits to protect themselves and their legacy.

## **ABOUT THIS TOOLKIT**

As a constituent and contributing worker of the United States, it is essential for you to convey to them the importance of adapting current labor policies that dictate the world of work. You have the right and power to contact elected representatives to influence their decisions on how to address the growing challenges and barriers faced by the overall Independent Workforce.

*We are here to make that easier for you.*

This toolkit will provide you with the necessary guidance, templates and resources to develop an effective advocacy strategy. It contains information on what advocacy is, how policy is made, facts on the overall American Independent Workforce, insight into the leading challenges and discriminations faced by Independent Workers, effective advocacy strategy building steps, scripts and talking points for contact and notes on how to effectively follow up with legislators.

*"Work has dignity regardless of the individual work style you choose to pursue."*

*-Carl Camden, Founder and President of IPSE-U.S.*

# ADVOCATING FOR THE INDEPENDENT WORKFORCE

This toolkit is divided into four sections, each providing you with information and materials on how to develop a simple but effective advocacy strategy.

<b>i</b>	STEP ONE	
	<b>INFORM</b>	

- Understanding advocacy
- How the labor policy is made and how the legislative process works.
- Insight into the top challenges and barriers faced by Independent Workers.
- Factsheet on the Independent Workforce of America.

<b>p</b>	STEP TWO	
	<b>PREPARE</b>	

- What do we want?
- Why do we want it?
- Who can make this happen?
- Prepare your advocacy plan

<b>S</b>	STEP THREE	
	<b>STRATEGIZE</b>	

- How to make policy makers hear our asks
- Effectively use the proper communication channels

<b>e</b>	STEP FOUR	
	<b>EXECUTE</b>	

- Talking points
- Social media
- Email templates for correspondence
- Phone call scripts
- Meeting guides
- Contact tracker and follow up materials



STEP ONE

# INFORM


## YOU WORK INDEPENDENTLY...

You may choose this work style, or you may engage in it out of necessity.

You might call yourself a freelancer, an independent contractor, a moonlighter or gig worker.

Yet, regardless of your industry, profession or experience – we at IPSE-U.S. believe that your style of work should be accommodated and encouraged by labor laws and regulations – not discriminated against. And we believe that advocating on behalf of the Independent Workforce should be an exciting, engaging and collective actions that can bring about lasting change to improve your work and lifestyle.



**THIS SECTION PROVIDES YOU WITH THE  
NECESSARY INFORMATION ABOUT:**

- Understanding advocacy
- How the labor policy is made and how the legislative process works.
- Insight into the top challenges and barriers faced by Independent Workers.
- Facts on the Independent Workforce of America.

# UNDERSTANDING ADVOCACY

## YOUR INPUT MATTERS

Advocacy is the act or process of supporting a specific cause or agenda to bring about change and transformation in our society – and although that definition is accurate – it is vague and even clinical sounding.<sup>1</sup>

*What exactly does that mean to you, the individual worker? How do you express your support or an agenda to a government representing nearly 330 million people? And how does your voice, the voice of a single citizen, truly bring about actionable and lasting change to the massive bureaucratic machines within the United States?*

The answer is through constructive, consistent and informative input directed towards your legislators. Advocacy is truly an umbrella term that covers all actions from raising awareness on an issue to meeting directly with policy makers. When done right, advocacy brings about positive change to address the most serious issues we face in our country.

Through measured and strategic engagement with legislators and their staff, you amplify your voice so it can be recognized and addressed by the massive bureaucratic and legislative systems of the United States. Engagement with your legislators is not only valuable, it is necessary for our democracy to function. Congressional offices dedicate an entire portion of their staff to receive communication and input from constituents.

And specifically, in the case of you and your work style, advocacy is supporting public policy measures that better integrate the independent work style into the U.S. economy. Through strategic and informed actions, you and fellow Independent Workers demonstrate the value of your workforce contributions, the necessity for recognition, and the importance of actionable policy change.



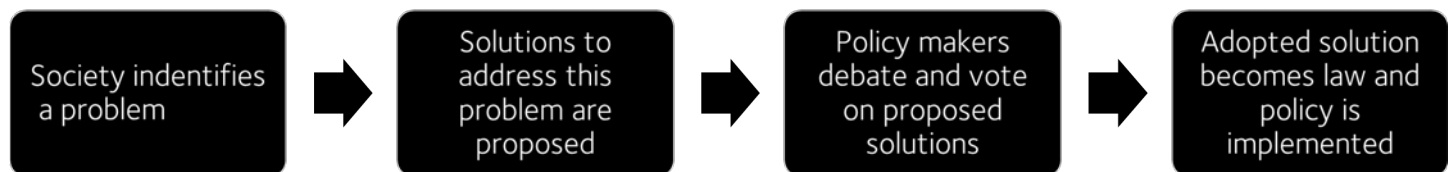
*Our laws are shaped, reworked and created by our input and engagement. It is important to remember that our country is an experiment in democracy, not an end result.*



# HOW LABOR POLICY IS MADE

## A SOLUTION TO A PROBLEM

In the world of work, labor policy and the resulting regulations manifest out of the laws that congress develops. The process can be broken down into the following steps:



Although the graphic above shows a few simple steps in this process, policy making in America is everything but simple. Each of those steps has no defined time line, and even the very problems we face collectively as a nation are not agreed upon.

Because again, policymaking in America has no true end, instead, as our society and communities continue to evolve politically, socially and economically – constant development of to new laws and regulations are certain to occur.

## THE RULES AND REGULATIONS

Throughout the 20th century and into today – economic and workplace rights were established through several laws including:

- The Fair Labor Standards Act of 1938
- The Occupational Safety and Health Act of 1970
- The Employee Retirement Income Security Act of 1974
- The Family Leave Act of 1993

The U.S. Department of Labor (DOL) enforces these laws and regulations to which every worker and business in America must adhere to. Other federal agencies that also have enforcement duties include the Equal Employment Opportunity Commission and National Labor Relations Board.

### **SOLUTIONS IN THE PAST CAN BECOME PROBLEMS OF THE FUTURE.**

The laws above may have established some of the most essential and righteous workplace protections (minimum wage, overtime, benefits and time off), but these policy solutions have failed to keep pace with rapidly evolving world of work.

As our world economy continues to develop and grow, these antiquated U.S. labor laws have left millions of workers behind – protections and benefits that were guaranteed to “employees” have not been expanded to include all “workers” (more on this in THE KEY ISSUES section).

# FROM AN IDEA TO A LAW: THE PROCESS

*So how do proposed solutions become actual U.S. laws?*

*And when can you, as an Independent Worker, influence the process?*

The information below details the overall legislative process on the federal level: <sup>2</sup>



## **1. A BILL IS INTRODUCED IN THE HOUSE OR SENATE**

A member of congress introduces a bill, a piece of legislation formed from the ideas and proposed solutions of constituents, interest groups and public officials. When introduced, the bill is assigned a number to be tracked as it progresses through congress. Bills can start in either the Senate or House of Representatives.



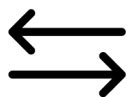
## **2. THE BILL GOES TO COMMITTEE**

This is a smaller group of legislators that oversee the type of law the bill is addressing (there are several committees in both the House and Senate). If the bill is approved by the committee, it proceeds to the floor for an open debate.



## **3. A FLOOR VOTE IS CONDUCTED**

All members of the House or Senate can debate the merits and components of the bill. The members then conduct a floor vote in which a majority is necessary to pass the bill.



## **4. THE BILL REPEATS THE PROCESS IN THE HOUSE OR SENATE.**

All the above steps are then repeated, this time in the opposite body of congress.



## **5. CONFERENCE COMMITTEE**

After a bill is passed by both the House and Senate, it proceeds to a conference committee. This is the committee that decides how the House and Senate versions of the bill (which may be different) should be combined into a single bill that must be passed by both houses.



## **6. THE PRESIDENT**

After passing both the House and Senate and progressing from conference, the bill goes to the President's desk. The President can either sign the bill into law, veto the bill, or take no action (in which 10 days no action, the bill becomes law).

*"Public policy is supposed to be what society has deemed as just and right – it comes from the people."*

–Mike Bishop, Co-President of IPSE-U.S.

# THE ISSUES

## **SHIFTING THE RISK**

Engaging in work outside of the employer-employee relationship shifts all the risks onto you, the Independent Worker. Gone are the same workplace protections, benefits and recognition that millions of Americans within the labor movement rightfully fought for.

## **LACK OF PROTECTIONS**

As an Independent Worker, no legal guarantees are made for a minimum wage, family leave programs, overtime or additional workplace protections against harassment and discrimination.

## **LACK OF BENEFITS**

Working outside of the employer-based model also prevents you from accessing the group rated, employer-based insurance benefits and retirement plans. You are forced to seek health, disability and term life insurance completely on your own and often at a significantly higher cost.

## **INCOME UNCERTAINTY**

The often number one cited challenge and issue for the independent style of work is the lack of predictable income. When demand slows and work dries up – you are left with no income security from this situation. Unemployment insurance protects workers who lose “employment”, but no type of insurance or protection exists for you and fellow Independent Workers.

## **UNFAIR AND UNEQUAL TAX TREATMENT**

Engaging in Independent Work also means additional challenges and discriminations with tax filings. You and fellow Independents are subjected to taxation without representation, making federal and state deductions, and quarterly tax payments. And many Independents who choose full-time careers face ongoing attempts and “tests” to re-classify them as W-2 employees.

## **NO DEDICATED FEDERAL FOCUS ON INDEPENDENT WORKERS**

Finally, current labor policies were designed 75 years ago around traditional employment models and ignore nearly 40% of the modern workforce. This lack of representation results in a lack of policy solutions and actions.

*“I am all in favor of the idea of benefits are produced as an outcome of work. It just can't be produced as an outcome of only one way of work which is employment.”*

-Carl Camden, Founder and President of iPSE-U.S.



# FACTSHEET ON THE iWORKFORCE

AS AN **INDEPENDENT WORKER**, YOU ARE A PART OF A WORKFORCE NUMBERING OVER **50 MILLION AMERICANS** WHO LAST YEAR ALONE CONTRIBUTED NEARLY **\$1.56 TRILLION** TO THE U.S. ECONOMY.

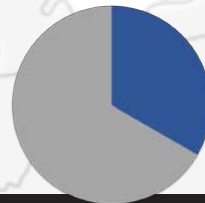
*But from your niche, your industry or profession – what does this workforce look like from the perspectives of demographics, contributions and growth?*

In order to properly quantify and understand this workforce of America, iPSE-U.S. has created a profile of the independent workforce using aggregated data and measurements from some of the leading studies and surveys on this sector.

Through these surveys and reports, iPSE-U.S. has quantified the number of workers, defined their contributions and output, and summarized their top concerns and challenges.



**50-52 MILLION AMERICANS ENGAGE  
IN INDEPENDENT WORK**



**MAKING UP NEARLY 1/3 OF THE  
ENTIRE U.S. WORKFORCE**



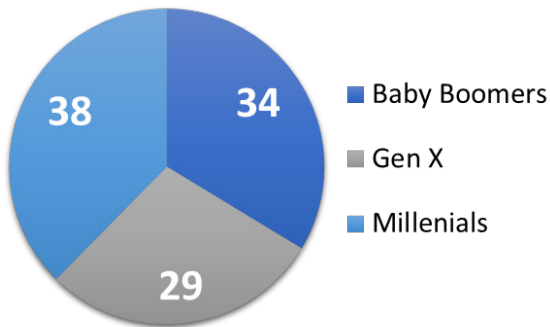
**CONTRIBUTING \$1.5 TRILLION TO THE  
U.S. ECONOMY IN 2018**

Visit [ipse.us](http://ipse.us) to find out more data and statistics on the Independent Workforce of America

## THE NUMBER OF INDEPENDENT WORKERS

23-25 million are full time Independent Workers.

26-28 million are part time or occasional Independent workers



40% of them have a college degree or higher



Independent Workers are 19% more politically active than the average American

## THE CONTRIBUTIONS OF INDEPENDENT WORKERS



In 2018 they worked a total of 1.07 BILLION Hours

In 2018 Independent Workers contributed \$1.5 trillion to the U.S. economy



\$68,300 is the average annual income of a full time Independent Worker

### This amount:

- Could fund the Department of Defense twice!
- Is greater than the GDP of Australia!
- Accounts for nearly 7% of the total U.S. GDP!

## THE CHOICE TO WORK INDEPENDENTLY

67% of full-time independent workers said it was their choice entirely to work this way.

76% of full-time independent report they are very satisfied in their positions.

## ALL STATS ON iWORKFORCE ABOVE COME FROM THE FOLLOWING SOURCES

Carroll, T. & Quigley, P. (2017). Workforce to Workfit [White paper]. Kelly Services. 1-36.  
MBO Partners, Inc. (2019). The State of Independence in America 2019: The Changing Nature of the American Workforce (Vol.9, Rep.), 1-20.  
Edelman Intelligence; Freelancers Union and Upwork (2018). Freelancing in America: 2018.

# P

STEP TWO

# PREPARE

**ipse**<sup>u.s.</sup>

Now that you know what the goals of advocacy are, how legislation and labor policy are created, and what the facts reveal about the highly skilled and valuable workforce you are a part of – you must prepare for exactly how you wish to advocate for your style of work.

**THIS SECTION PROVIDES YOU WITH THE NECESSARY INFORMATION ON HOW TO IDENTIFY:**

- What do we want?
- Why is this important?
- Who can make a difference?
- Preparing your advocacy plan



# WHAT DO WE WANT

## IDENTIFY AND SPECIFY

The first step in any advocacy is plan is clearly identifying a specific issue or bill that you want your policy makers to address. Having a defined ask or call to action is the most important element in effective communication with policy makers.

As you know, the Independent Workforce faces a variety of challenges and institutional hurdles. Identify a specific problem, issue or barrier you want a policy maker to address (for example, how Independent Contractors are classified by the IRS, Department of Labor and State Governments).<sup>3</sup>

Our website has several pieces of research to offer additional insight into the leading challenges for Independent workers:

**Visit [ipse.us](http://ipse.us) to find out more on the current regulatory and political issues of the Independent Workforce.**

## IDENTIFY A POTENTIAL BILL

Perhaps there already is a bill addressing this particular issue.

Or maybe your intention is for a policy maker to directly support or oppose this legislative action.

Our website provides coverage and insight on all federal legislation directly effecting the Independent Workforce:

**Visit [ipse.us/advocacy](http://ipse.us/advocacy) for insight and analysis on the current federal legislation addressing the Independent Workforce.**

## DEFINE YOUR ASK

And finally, define and write out your specific ask, for example:

“As an Independent Worker, I would like to urge Senator \_\_\_\_ to support the SECURE Act, for it expands access for Independent Workers to contribute to retirement accounts later in life.”

“I would like for Representative \_\_\_\_ oppose the strict ABC classification of Independent Contractors currently being proposed in HR 2474.”

# WHY IS THIS IMPORTANT

## EVIDENCE FOR EMPHASIS

In order to strengthen your advocacy plan, you will need to be armed with every fact, stat and insight about the particular issue or bill you are identifying.<sup>4</sup>

- **Do your research:** Once you have identified a particular issue or bill, visit our website ipse.us for specific research and insight on both the top issues and current legislation affecting the Independent Workforce.
- **Define the outcomes:** What would happen if this issue were not addressed? Or what would the outcomes be if a particular bill was passed. Demonstrating the outcomes of a particular legislative action (or lack thereof) is extremely important.

*Keep in mind that you do not have to be an expert on labor policy to be an effective voice for Independent Workers. Instead, know the fundamental facts and needs of Independent Workers*

## PERSONAL INPUT

Here is where your personal story can be best utilized – why is this important to you? With your facts and stats lined up and readily available for reference, list why this issue is personally important to you. Maybe a particular bill or proposed solution will expand your ability to a

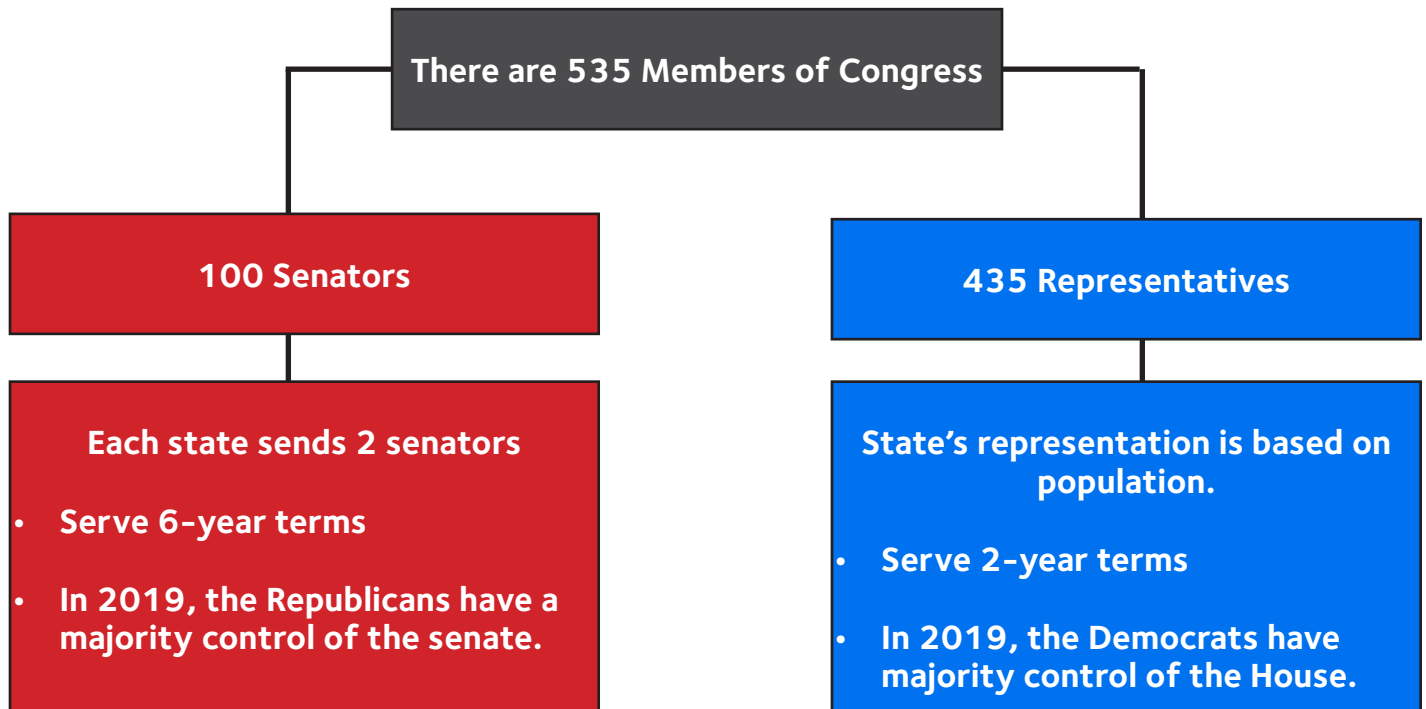
- **Why are you passionate about this particular issue?**
- **How does it directly affect your work style, your livelihood, your contributions to our economy?**
- **And ask fellow Independent Workers to weigh in and provide their own input!**

*Advocacy connects constituents with their law makers. You are responsible for holding your elected officials accountable, and with the right plan and message, you can develop meaningful relationship driving actionable change.*

# WHO CAN MAKE A DIFFERENCE

## KNOW YOUR LEGISLATORS – KNOW YOUR AUDIENCE

Once you have identified what issue your legislator should focus on you will need to identify who your legislators are.



## HOW TO FIND YOUR LEGISLATORS

So out of the senate and house, how do you determine who represents your district and state?

The U.S. congress has created resources for you to easily search who your representatives are as well as their contact information is. The two links below allow you to easily find and identify your elected officials.

### **FIND YOUR SENATOR:**

[https://www.senate.gov/general/contact\\_information/senators\\_cfm.cfm](https://www.senate.gov/general/contact_information/senators_cfm.cfm)

### **FIND YOUR REPRESENTATIVE:**

<https://www.house.gov/representatives/find-your-representative>



# PREPARING YOUR ADVOCACY PLAN

**What do we want?**

*The specific issue or current bill*

**Why is it important?**

*Evidence, facts and statistics*

*Personal Input*

**Who can make a difference?**

*Your senator or Representative*

There are several methods to contact and connect with your legislators, but specific messages require specific mediums.<sup>5</sup>

A tweet is far less developed and structured than an in-person meeting.

How can we make sure this message is truly being received?

And what is the best way to approach these officials?

**THIS SECTION PROVIDES YOU WITH THE NECESSARY INFORMATION ON HOW TO:**

- How to make policy makers hear our asks
- Effectively use the proper communication channels



# COMMUNICATION CHANNELS

## EFFECTIVE MESSAGES

There are several methods to contact and connect with your legislators, but specific messages require specific mediums. A tweet is far less developed and structured than an in-person meeting.

To effectively communicate it is important to ask yourself,

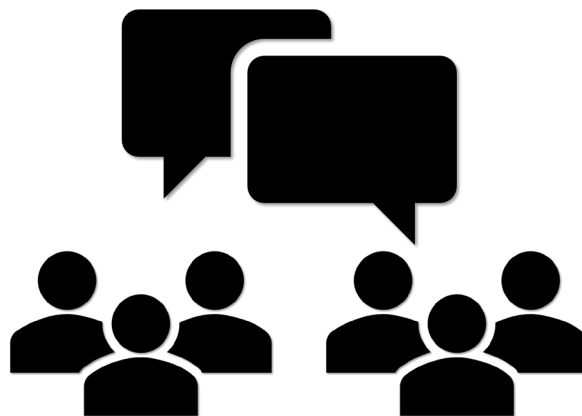
What is my objective?

What is my ask?

## IMPORTANT FACT: POLITICAL PARTICIPATION

An excellent fact to use in your messaging is about the political participation of Independent Workers. A study conducted by Edelman Intelligence and the Freelancer's Union reported that Independent workers are 19 points more likely to participate in politics. And in 2018, 80% reported they intended to vote in Congressional elections.<sup>6</sup>

Independent Workers are a valuable constituency who are highly engaged and ready to hear solutions!



e

STEP FOUR

# EXECUTE

ipse<sup>u.s.</sup>

Now that you are armed with facts on the Independent Workforce, have working knowledge of the legislative and policy process, and know who to contact, its time to take action and execute your plan.

**THIS SECTION PROVIDES YOU WITH THE FOLLOWING MATERIALS:**

- Talking points on the necessary policy solutions.
- How to connect with policy makers through social media.
- Email templates for correspondence with policy makers.
- Phone scripts for phone calls to policy maker's offices.
- Meeting guides for in person meetings
- Contact tracker and follow up materials



# TALKING POINTS

Whether you engage in discussion with a legislator, reporter or full-time worker thinking about the Independent work style, you need a clear brief message about Independent work that is concise, factual and convincing.

## **ELEVATOR SPEECH**

An elevator speech is a brief description about your issue and position, meant to convey to a listener the most important facts in very short period of time. At a moment's notice, you should be prepared to provide why you believe that labor policy should better accommodate the highly agile and valuable Independent Workforce.

### **For example:**

*"As an Independent Worker, I choose when, how and why I want to work. My workforce makes up almost a third of the overall U.S. workforce contributing nearly \$1.5 trillion to economy annually. We are a part of every industry, profession and demographic. Yet, despite our contributions to companies and the greater economy – we are discriminated against.*

*We lack the same workplace protections of regular employees like a minimum wage, overtime pay and paid family leave. We have lack access to group-rated benefits such as health insurance and retirement plans. And finally, we are entirely dependent on the demand for work – our income is entirely dependent on the availability of work. <sup>7</sup>*

*These issues have not intentionally arisen, the world of work has just changed. I believe that policy makers should propose solutions to address these issues. The Independent Workforce deserves, and more importantly, needs to be better integrated into the U.S. economy."*

### **Be certain to always address:**

- Your choice or necessity to work independently.
- The value of the Independent Workforce.
- The barriers and challenges faced by you and your fellow workers.
- The need for specific reform on a wide variety of policy items.

Utilize the factsheet in section one to strengthen and support your talking points. Drop the most effective facts or stats you believe will have the most impact.

*And as always, visit [ipse.us](http://ipse.us) for more facts and statistics regarding the Independent Workforce!*

# SOCIAL MEDIA

## NEW MEDIUMS

Your elected officials aren't just online – they're on snapchat and twitter.

Social media continues to play more and more of a significant role in the political and civic discourse of America. Legislators and their staff have identified the value of promoting their presence on every major social media app.

These powerful tools of communication breakdown the barrier for contact – it has never been easier to directly and nearly instantaneously reach out to your Representative, Senator and even President...

Through the member's web page (see HOW TO FIND YOUR LEGISLATORS above) they often list links to their social media accounts on the following:

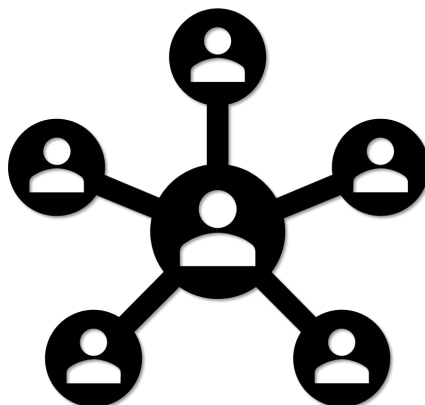
- Twitter
- Facebook
- Instagram

Additional accounts may be listed for additional apps – these are all excellent ways to either reach out or raise the visibility of Independent Work.

As an advocate for the independent work style – you too can utilize social media to connect with these policy makers while also raising the visibility of Independent Work.

## ADVICE TO KEEP IN MIND

- Keep it positive and respectful! Elected officials will not respond to derogatory remarks.
- Again, specificity. Highlight a particular issue or bill.
- Create a conversation! Use your resources through iPSE-U.S. for a consistent stream of facts, stories and news about the Independent Workforce of America.





# EMAIL TEMPLATES

## GET ON THEIR RADAR

Another effective and efficient way to address legislation or raise the visibility of the issues faced by the Independent Workforce is through email and written correspondence.

**Important to note** – unless you already have a member’s email, many congressional offices no longer provide direct emails for correspondence – instead, the member’s websites now have custom forms to fill out for communications.

Utilize our template below either for these online forms, if you have a member’s email or if you wish to use the physical mail through the post office.<sup>8</sup>

*The Honorable [Representative’s or Senator’s name]*

*U.S. [House of Representatives or United States Senate]*

*Washington, DC 20515 [or 20501 for the Senate]*

*The Honorable (Representative’s or Senator’s name)*

*Dear Senator/Representative \_\_\_\_\_,*

*As a constituent of yours from [city] and I am writing you to urge that you [support or oppose] [a specific bill].*

*This bill will [utilize IPSE-U.S. insight and analysis on the positives or negatives of this bill].*

*As an Independent Worker this affects me greatly and I believe that you [support or opposition] is necessary to ensure that Independent Work is better integrated into our economy.*

*The Independent Workforce is over 50 million strong comprised of individuals from every profession, income, industry, party, gender, race and religion. Last year alone, we contributed nearly \$1.5 trillion to the U.S. economy, almost 7% of our total GDP. We are the leaders in developing innovative approaches to work, offering our specific skillsets and unique work flexibly to millions of American businesses. We take pride in as an agile and dynamic workforce building a more competitive American economy.*

*Independent Workers are an essential component in creating a more dynamic, agile and competitive American economy. Discrimination and prejudice against us, whether intentional or systemic, needs to be addressed.*

*I look forward to hearing back from you on [the specific bill].*

*Sincerely,*

*[Your name and title]*

# PHONE CALLS

## **AN EFFECTIVE EFFORT**

Calling an elected representative's office is an excellent way to guarantee some follow up action. Calls are logged and registered by congressional offices which place pressure on a member's staff for answers and follow ups.<sup>9</sup>

### **HAVE YOUR REMARKS READY**

Identify who you are, the nature of your work, profession and have a direct, specific ask ready – whether that be an inquiry on whether your elected official supports or opposes a specific bill, or to ask directly whether they have any position or solutions regarding a specific issue related to independent work.

And always make sure you ask for a follow up response – the individuals answering the phones are not the legislators themselves, they will have to go back, inquire and respond via email or call to update you on your ask.

## **SAMPLE SCRIPT**

*Hello, my name is [your name] and I am constituent of [the name of your representative or senator]. I am calling to inquire on [representative's or senator's] position on [specific issue or specific bill].*

*This [specific issue or bill] is extremely important to me because it directly impacts my work style. [Evidence for why this bill effects Independent Work, visit ipse.us for specific details on current legislation and insight into the top challenges and barriers]. I am a [your profession and industry] and my work is part of the extremely valuable contributions of independent Workers – [fact on the value of contributions from independent workers].*

*Would it be possible to give you my contact information for a follow up? And could I also have your name and contact information just to keep track of my contacts with your office?  
Thank you for your time, goodbye!*

## **ADDITIONAL ADVICE**

- Keep your call short! Keep it concise and precise.
- Leave direct contact information (name, phone number and email)
- Ask for a person to contact for follow up.

# MEETING GUIDES

## FACE TO FACE

Your members of congress meet face to face with their constituents as a part of their congressional duties (do note, some members are much better than others in actually conducting these meetings). Regardless, these meetings are highly valuable – not only are they more powerful and meaningful than an email or call – they establish a direct relationship between you and your legislator.

## SETTING UP A MEETING

Setting up a meeting with your elected official is not as intimidating and daunting as it may seem. When congress is out of session, your elected officials often return home to their districts, this is an opportune time to schedule an in-person meeting at a member's local office.<sup>10</sup>

### **Find your local congressional office**

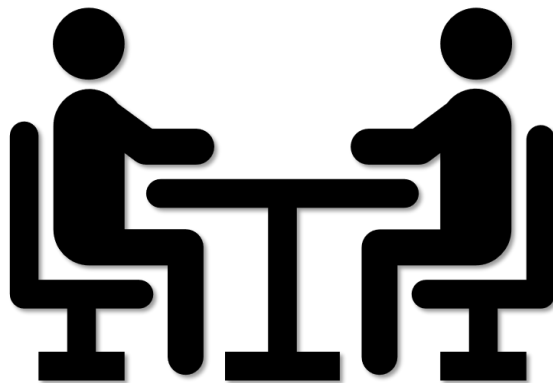
Representatives and senators have local offices in their home states for constituents to meet with them and their staff. Identify which office you prefer to meet at using the links below. Call their office to find out when members plan on returning to their local district.

### **Contact your Senator's office:**

Link: [https://www.senate.gov/general/contact\\_information/senators\\_cfm.cfm](https://www.senate.gov/general/contact_information/senators_cfm.cfm)

### **Contact your Representative's office:**

Link: <https://www.house.gov/representatives/find-your-representative>



## **REQUEST AN APPOINTMENT**

Most congressional offices require a written request. Your legislator's webpage (found through the links above) will have an online form to request an in-person meeting. Use our template below for your message:

*Dear [Representative or Senator] [Full name],*

*I am writing to request an appointment with you on [date]. I am a [profession] from [city], and I am concerned about [specific issue or specific bill].*

*I completely understand that additional meetings are difficult to accommodate with your schedule, but this [issue or bill] is extremely important to me and I would truly appreciate the opportunity to discuss [the merits or negatives] about [issue or bill].*

*My home address is [address] and I can be directly reached by both phone ([number]) or email ([email]).*

*Thank you for considering this meeting request. I look forward to hearing from you.*

*Sincerely,*

## **BEFORE THE MEETING:**<sup>11</sup>

- Be prepared and concise: only have one or two issues/bills to discuss with your legislator.
- Know the facts: utilize resources found on ipse.us for supporting evidence or insight to the issue or bill you are addressing.
- Be personal: Tie the issue directly to your work style. How does this affect you? Why is this important?
- Define an ask: Again, specific! "Will you support this bill?" "Have you or your staff created any solutions for this issue?" "Can you oppose this measure?"
- Visit ipse.us for additional materials to bring along!

## **DURING THE MEETING**<sup>12</sup>

- Arrive early!
- Understand that you may be meeting with a legislators' staff, they will communicate your message to legislators after the meeting.
- Introduce yourself, your profession and your Independent Work style – detail what Independent Work is, why it is essential to the U.S. economy, and what the general challenges and barriers are.
- Have your talking points ready about the specific issue or bill and be ready to answer any questions.
- Close your meeting with your direct ask.
- Understand a legislator will not likely be able to give a definitive solution or answer to your ask.
- Ask for a point of contact in the office or email to stay in touch (and follow up).

## **AFTER THE MEETING**

Follow up any meeting with a thank you email (see FOLLOW UP) and keep in touch!

# FOLLOW UP TEMPLATES

## HOLD THEM ACCOUNTABLE

Following up on any contact or communication with your legislators is extremely necessary. You are no novice, you have your facts, strategy and even a method to keep track of all communications you have with their offices. This sections provides you with,

- A contact tracker for all meetings and correspondence.
- Email templates to follow up meetings and correspondence.
- Additional materials to learn more.



*Independent Workers are 19 points more politically active than traditional employees the workforce represents a valuable constituency ready to hear solutions and hold their elected officials accountable.<sup>13</sup>*

# CONTACTS TRACKER

OFFICIAL:	DATE:	LEGISLATIVE AIDE NAME:	AIDE EMAIL:	AIDE PHONE NUMBER:	OUTCOMES OR FOLLOW UP:
<i>Senator X</i>	<i>December 1, 2019</i>	<i>Aide name</i>	<i>Senate.Aide@ senate.gov</i>	<i>123-4567 x890</i>	<i>Town hall on January 7, 2020. Come prepared with questions.</i>



# FOLLOW UP EMAIL TEMPLATES

## AFTER MEETING WITH LEGISLATIVE STAFF<sup>14</sup>

The Honorable [Representative's or Senator's name]  
[U.S. House of Representatives or United States Senate]  
Washington, DC 20515 [20501 for Senate]

Dear [Representative or Senator] \_\_\_\_\_,

I would like to thank your staff for the opportunity to meet with me on [date]. I understand that your staff is extremely busy, so I truly do appreciate the time they took to discuss issues that are important to the Independent Workforce of America.

During our meeting, we discussed [the main issue you of your meeting or the specific bill of discussion].

As I explained, the Independent Workforce is essential to creating a more competitive and progressive American economy. [Include a statistic on the contributions of the Independent Workforce]. Your [action on this issue or bill] will help to better integrate this agile and valuable style of work into our economy.

I look forward to continuing our relationship and hearing back from you.

Sincerely,  
[Your name]

## AFTER MEETING DIRECTLY WITH A LEGISLATOR:

The Honorable [Representative's or Senator's name]  
[U.S. House of Representatives or United States Senate]  
Washington, DC 20515 [20501 for Senate]

Dear [Representative or Senator] \_\_\_\_\_,

I would like to thank you for the opportunity to meet with me on [date]. I understand that you and your staff are extremely busy, so I truly do appreciate the time you took to discuss issues that are important to the Independent Workforce of America.

During our meeting, we discussed [the main issue you of your meeting or the specific bill of discussion].

As I explained, the Independent Workforce is essential to creating a more competitive and progressive American economy. [Include a statistic on the contributions of the Independent Workforce]. Your [action on this issue or bill] will help to better integrate this agile and valuable style of work into our economy.

Sincerely,  
[Your name]

# GLOSSARY

- **Advocacy** – is the act or process of supporting a specific cause or agenda to bring about change and transformation in our society.
- **Author** – the legislator who introduces the original draft of a bill.
- **Bill** – Legislation introduced in either the House or Senate that if passed, has the force of law.
- **Committee** – is a smaller group of legislators that oversee that type of law the bill is addressing.
- **Cosponsor** – member who joins in sponsoring legislation but not the initial sponsor.
- **Democrat** – one of the two major political parties in the United States. As of 2019, they currently have a majority in the U.S. House of Representatives.
- **Department of Labor** – the U.S. cabinet level department responsible for enforcing and regulating the world work.
- **Gig economy** – the platform-based, short term labor market that emerged in the 21st century.
- **Independent Worker** – gig workers, self-employed, independent contractors, temporary workers moonlighters, freelancers – anyone who engages in work outside of the traditional W-2 employment model (and hopefully you!)
- **Legislator** – and elected representatives responsible for creating laws.
- **Lobbying** – The act of directly attempting to influence a key piece of legislation.
- **Public policy** – the laws and regulations that govern our society.
- **Republican** – one of the two major political parties in the United States. As of 2019, they currently have control of the U.S. Senate and the Presidency.
- **Sponsor** – member who sponsors a piece of legislation.
- **Session** – The period of time in which congress is working in D.C.
- **U.S. House of Representatives** – The lower house of the United States Congress made up of 435 members form state districts. Proportional to the overall population of the United States.
- **U.S. Senate** – the upper house of the United States Congress made up of 100 senators with 2 senators from each of the 50 states.
- **Veto** – the president’s constitutional right to reject legislation passed by congress.

**JOIN ipse-U.S. TO LEARN MORE**

**ipse**<sup>™</sup>  
u.s.  
For one, for all

This document is the intellectual property of ipse-U.S. All rights reserved. No part of this document may be reproduced, stored in a retrieval system or transmitted in any form by any means electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of ipse-U.S. Any use of the concepts, names, etc., presented in this document without the advanced written permission of ipse-U.S. is a violation. All content correct at time of going to print. December. 2019.

## Endnotes

- 1 Content Team. (2016, April 3). Advocacy. Retrieved from Legal Dictionary: <https://legaldictionary.net/advocacy/>
- 2 USA.GOV. (2019, August 27). How Laws Are Made and How to Research Them. Retrieved from USA.gov: <https://www.usa.gov/how-laws-are-made>
- 3 Internal Revenue Service. (2017, July 20). Understanding Employee vs. Contractor Designation. Retrieved from irs.gov: <https://www.irs.gov/newsroom/understanding-employee-vs-contractor-designation>
- 4 Ross, J. (n.d.). Theory of change for advocacy and campaigns. Retrieved from Bond: <https://www.bond.org.uk/resources/theory-of-change-for-advocacy-and-campaigns>
- 5 American Battlefield Trust. (2020). Tips for Communicating With Legislator. Retrieved from Battlefields.org: <https://www.battlefields.org/preserve/speak-out/tips-communicating-legislators>
- 6 Upwork; Freelancers Union; Edelman Intelligence. (2018). "Freelancing in America" Study Finds that the U.S. Freelance Workforce, Now 56.7 Million People, Grew 3.7 Million Since 2014. Retrieved from UpWork.com: <https://www.upwork.com/press/2018/10/31/freelancing-in-america-2018/>
- 7 MBO Partners. (2019, October 19). 6 Rights of Independent Contractors. Retrieved from MBO Partners.com: <https://www.mbopartners.com/blog/how-start-small-business/what-are-your-rights-as-an-independent-contractor/>
- 8 American Psychological Association. (2020). How to Write a Letter or Email. Retrieved from American Psychological Association: <https://www.apa.org/advocacy/guide/letter-email>
- 9 American Battlefield Trust. (2020). Tips for Communicating With Legislator. Retrieved from Battlefields.org: <https://www.battlefields.org/preserve/speak-out/tips-communicating-legislators>
- 10 American Battlefield Trust. (2020). Tips for Communicating With Legislator. Retrieved from Battlefields.org: <https://www.battlefields.org/preserve/speak-out/tips-communicating-legislators>
- 11 American Welfare Institute. (2019). How to Communicate Effectively with Legislators. Retrieved from American Welfare Institute: <https://awionline.org/content/how-communicate-effectively-legislators>
- 12 American Welfare Institute. (2019). How to Communicate Effectively with Legislators. Retrieved from American Welfare Institute: <https://awionline.org/content/how-communicate-effectively-legislators>
- 13 Upwork; Freelancers Union; Edelman Intelligence. (2018). "Freelancing in America" Study Finds that the U.S. Freelance Workforce, Now 56.7 Million People, Grew 3.7 Million Since 2014. Retrieved from UpWork.com: <https://www.upwork.com/press/2018/10/31/freelancing-in-america-2018/>
- 14 American Welfare Institute. (2019). How to Communicate Effectively with Legislators. Retrieved from American Welfare Institute: <https://awionline.org/content/how-communicate-effectively-legislators>