**Organizing a Facility Visit & Tour with NYS Legislators**

Summer-Fall 2025

LeadingAge New York members are strongly encouraged to invite state legislators to visit your organization over the coming months. The key objectives are to strengthen relationships between nonprofit providers and state legislators, and to highlight that LTC and the needs of older adults should be a top-priority for state policy makers.

This guide offers members simple steps to organizing a facility visit with your state legislators. Each step can be expanded by clicking the arrow to the left.

Please reach out to Sarah Daly at [sdaly@leadingageny.org](mailto:sdaly@leadingageny.org) to let us know if you are organizing a visit, if you would like assistance in preparing meeting materials, or if you have any questions through-out the process. We are happy to help!

### **Step 1: Identify Your Legislators (State Senator and Assembly Member)**

* [Click here](https://leadingageny.quorum.us/findmylegislator/?) to find your legislators (enter facility/organization address).
* Note legislator contact info, district office locations, and any relevant committees (e.g., Health, Aging, Housing, Finance, Ways & Means).
* *It is ideal to organize the facility visit to allow both your State Senator and Assembly Member to attend, however, that may be challenging due to busy schedules. Begin by inviting one legislator with whom you wish to grow your relationship. Once a general time/date is selected, try to invite the other legislator as well so that both can attend. Or, you can invite both legislators at the same time and try to identify a time that would work for both offices.*

### **Step 2: Send an Invitation for a Facility Visit**

* Draft a short, friendly email to legislators.
* Request a one-hour, or 1.5 hour, visit to include a tour and brief meeting. (1.5 hours would allow for more robust discussion and wiggle room for any tour delays, however, some offices may only schedule an hour).
* Invitation message should include:
  + Who you are and what your facility does.
  + Why you'd like to host them (showcase the services you offer and quality of care you aim to provide, discuss challenges and successes, discuss opportunities to collaborate in the community, etc.)
  + Mention any constituents they may meet on the visit —staff, residents, families.
  + Suggested dates/times (offer flexibility).
  + Contact info for follow-up.

**TEMPLATE EMAIL INVITATION TO LEGISLATORS:**

**Subject:** Invitation to Visit [Facility Name] in Your District

**Dear [Assemblymember/Senator] [Last Name],**

I hope this message finds you well. My name is [Your Name], and I am the [Your Title] at [Facility Name], a nonprofit [provider type] located in [City/Town], serving older adults and individuals with complex care needs in your district.

We are writing to invite you for a tour of our facility and a brief meeting with our leadership, staff and residents. This visit would offer a firsthand look at the essential care we provide, the challenges we face, and the opportunities to strengthen the long-term care services available in New York State.

We would be honored to host you for a visit and are happy to work around your schedule. Below are several date and time options for you to choose from. If none of these work for your schedule, we would be happy to accommodate alternative options to make your visit as convenient as possible.

Potential Dates (list 3-5 options):

* [DATE], [TIME]
* [DATE], [TIME]

Please let us know if you are interested and available to coordinate a visit. We would be thrilled to host you and share the important work happening right here in your district.

Thank you for your service and for your support of older New Yorkers.

Thank you and we hope to speak soon,

[SIGNATURE]

### **Step 3: Confirm and Coordinate**

Once a date, time, and length of visit is confirmed by legislative offices:

* + Share parking info, directions, and any building safety protocols w/ legislative offices
  + Tell LeadingAge NY about the planned visit ([sdaly@leadingageny.org](mailto:sdaly@leadingageny.org))
  + Confirm internal and external tour/meeting participants
    - Key leadership & staff participants
      * Who will participate in the tour and brief meeting?
      * Who will lead the tour?
    - 1-2 direct care staff (optional)
    - 1-2 residents, and/or resident family members (optional)
    - 1-2 community volunteers (optional)
    - *Adding additional constituent voices, who support your organization and understand the challenges of the sector, will add to the message and impact of the visit*
  + Confirm again with legislative offices as the date draws closer (~ 1 week prior). Offer any additional arrival instructions and agenda for the visit

### **Step 4: Prepare Internally**

* Choose a tour route that highlights key areas (e.g., private/nonprivate rooms, rehab, dining, activities, specialized services, new building projects, etc.).
* Prepare talking points and any handout materials (LeadingAge NY can assist!):
  + Your organization’s history, mission and impact.
    - How many people you serve, what services you provide
  + Workforce Challenges and Data
    - How many people you employ
    - # of jobs that need to be filled or with high turnover
    - Recruitment and retention challenges
    - Unique strategies being used to bolster workforce (Wages, benefits, bonuses, programs, etc.)
  + Financial Condition
    - % of residents on Medicaid
    - The public funding sources you depend on
    - Annual $ Medicaid funding shortfall for your organization (cost of care vs. average reimbursement received).
    - Operating margins / Financial health of the organization – what is keeping you in operation right now in light of inadequate state funding?
  + Any recent successes or positive stories from your organization. Upcoming events in the community that the legislator could attend.
  + Residents share their experiences in navigating LTC. Why they are grateful to receive care and live in your organization. What they love about it and why it works for them.
  + Long-standing staff members share their stories of working in LTC and why they love their work. Staff can also draw the connection between Medicaid reimbursement and wages, why it is competitive to hire for LTC in today’s economy.

### **Step 5: Host the Visit / Agenda**

* Welcome & Introductions
* Give a guided tour with brief stops and stories (legislators and leadership team).
  + Plan for 30 minutes, depending on legislator’s availability.
  + Use this time to share the history of the organization, how many people you serve, the general needs and conditions of your residents, recent successes, new services, etc.
* Hold a short sit-down meeting to discuss key issues.
  + Plan for 30 minutes, depending on legislator’s availability.
  + Introduce them to residents, staff and other meeting attendees.
  + Use this time to share your organization’s challenges and the need for NYS to prioritize the needs of older adults, individuals with disabilities, and aging families.
* Try to keep the whole visit conversational and engaging. Legislators appreciate real-life context and stories.
* Take note of any stories or experiences the legislator shares, and any issues of interest for the legislator

### **Step 6: Follow Up**

* Send a thank-you note or email to legislators
  + Thank them for their time
  + Re-cap any discussed issues, or any specific follow up requested
  + Offer to be a resource
  + Welcome them back for future events/visits
  + Share photos (with resident permission when necessary)
* Post on social media: Share photos and a thank you, tagging the legislators