

# CFCA Local Chapters

A GUIDE ON UNDERSTANDING HOW CHAPTERS  
STRENGTHEN ADVOCACY EFFORTS

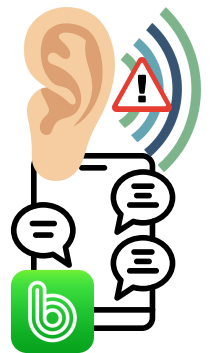
Local Chapters provide CFCA staff with a structured avenue to engage members when local issues arise, ensuring small business perspectives are effectively represented and advocated. Additionally, these chapters function as a communication channel through which members share local insights and resources, enabling staff and fellow members to remain informed and coordinate advocacy efforts within their communities and with local partner organizations.

Here is a chart that breaks down the process:

## 1. CHAPTER MEMBER HEARS ABOUT AN INDUSTRY ISSUE

When a chapter member hears about or learns of an industry issue that is making its way at the local level, they can alert CFCA Staff through the BAND app.

*For example: A city council is considering a gas station ban at an upcoming city council hearing.*



## 2. CFCA STAFF ALERTS MEMBERS OF LOCAL ISSUE

CFCA staff gathers information to send to the chapter members in BAND, including:

- Description of the local issue and its impacts
- Time and place of the local council meeting where the issue will be considered for chapter members to attend and speak.
- Talking points for chapter members to use when talking to council members.

*Please note that the chapter notified will be based on the region in which the local issue arises; however, other chapters will also be informed to remain attentive to related developments.*



## 3. CHAPTER MEMBERS & CFCA STAFF ATTEND LOCAL COUNCIL MEETING(S)

Chapter members and CFCA staff attend the local council meeting to show the face of local small businesses and reference the talking points to speak to council members on the issue.

Engaging at the local level through local chapters can include:

- Speaking at local council meetings on issues that would harm our industry and businesses.
- Communicating with local partner organizations to advocate for better policies.

