To gain support for your project, it is crucial to present a professional image. This will help you to leave a positive, lasting impression with people who may be able to help you both now and in the future. You and your project will only be as strong as the networks you create and the support you gain from your community.

**Image**

- Take yourself seriously, so others will too. Handing out your 8th grade email account beachbabe867@hotmail.com may have been fun in 2008, but when working with businesses, politicians, and the general public, you will want something more professional. Go to Google Apps to create an email such as yourname@yourorganization.com.
- Dress to impress.Appearances are important, especially on the first visit. Not only are you representing your project, but you are also representing the UA. Use business casual to full business attire depending on the situation.
  - Men Business Casual: polo, button down and tie, slacks, dress shoes, black or brown socks.
  - Men Business Attire: Button down shirt, tie, slacks, belt, suit jacket, dress shoes, black or brown socks.
  - Women Business Casual: skirt, blouse, heels, slacks, appropriate flats, an appropriate sundress with sweater or jacket (i.e. no spaghetti or bra straps showing).
  - Women Business Attire: Blouse, skirt, slacks, heels, appropriate flats, suit jacket, structured dress.

**Talking to Legislatures, Legislators, or Business Professionals**

Be prepared and professional-- these are very busy people.

- Make a PowerPoint presentation. Make sure you'll have the technology available at the meeting to project your presentation and practice presenting. Successful
presentations use few words and few bullets. Think five by five: no more than five bullets per slide and no more than five words per bullet. Slides should be notes for you to elaborate upon, not read from. Other rules of thumb for PowerPoints:
  - Use interesting—but not distracting—pictures.
  - Do not use pictures as a background for slides.
  - Use simple and easy-to-understand graphics.
  - Double check for grammar and spelling mistakes.
  - Make sure it’s polished and professional.

- Take something to leave behind. A business card, brochure, or meeting agenda can be left with the individual so they remember your meeting and your ideas.
  - Be sure your contact information is obvious.
  - Proofread it for spelling and grammar mistakes.
  - Keep the materials stain and wrinkle free.
  - See the Marketing Guide if you need help thinking about how to make your materials.

Gaining Support

- Go to as many events as possible and network with as many people as possible.
- ALWAYS have a contact signup list. This will allow you email interested people to keep them updated on your project or to request support.
- Use social media. You can advertise events and create awareness for a cause/project in a low-cost and environmentally friendly way. However, it takes time and dedication to truly develop a successful campaign.
  - Facebook: Create a page for your project at https://www.facebook.com/about/pages. This provides an easy way to connect with potential followers, and includes a calendar option to add events.
  - Twitter: Twitter is a good way to reach many people at once. Although you cannot write as much on Twitter as you can on Facebook, you can post more often. Twitter can be like shouting within a chaotic din of noise; be sure to use relevant hashtags so that people can find your information. (www.twitter.com)
  - LinkedIn: LinkedIn is a business networking site. Your LinkedIn account is a living resume to be updated regularly with new business/professional achievements. Creating a LinkedIn account is a good way to obtain more professional contacts. (www.linkedin.com)
- Review the Marketing Guide for a more detailed discussion of how to gain support for your project.