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Advocate 2018 Customizable Toolkit - Attendee

About the toolkit --

Customizable email:

We ask that you please send this email to three contacts you think would benefit most from learning about the conference. The content marked in red are placeholders for information specific to you, so please update it before distribution.

Social media posts:

This is suggested content that you can post on your Facebook, Twitter, Instagram or LinkedIn pages (or all of the above). For LinkedIn, please also consider posting about the conference in any groups that you feel may be relevant. You're welcome to use your own language, but please be sure to use the conference hashtag #APTAdvocate.

Graphic:

If you would like to use an image when posting about the conference on social media, please feel free to include the graphics available for your use and link back to the [Advocate website](#). We do not recommend embedding it into emails (unless it's an e-newsletter) as that may cause it to get caught in the recipient's spam folder.

Email

Dear **[FIRST NAME]**,

I am attending [Advocate](#), NAA's annual advocacy conference, from March 13-14, 2018 at the [Grand Hyatt Washington](#). NAA members and affiliates will gather on Capitol Hill to share their stories with legislators and actively influence public policy. Advocate is *the* [opportunity to take action](#) with the collective goal of bringing the industry's issues in front of all 535 members of Congress. Did I mention that [registration](#) is free?

Hopefully, you will join me at Advocate. I look forward to seeing you there.

Sincerely,

[Name]

[Title]

[Organization]

Social Posts

Facebook/Instagram:

I'm very excited to be attending #APTAdvocate Mar. 13-14 in #WashingtonDC. Join me as we gather on #CapitolHill to influence public policy for the #apartment industry and meet with like-minded peers. Hope to see you there! <http://bit.ly/2zTmf4Q>

Twitter:

Join me at #APTAdvocate Mar. 13-14 in #WashingtonDC! Registration is free & we'll gather on #CapitolHill to influence public policy for the #apartment industry. <http://bit.ly/2zTmf4Q>

LinkedIn:

I'm very excited to be attending Advocate in 2018 from March 13-14 in Washington, D.C. Join me as we gather on Capitol Hill to influence public policy for the #apartment industry and meet with like-minded peers. Hope to see you there! <http://bit.ly/2zTmf4Q>