

Welcome to Russ Reid's second bi-weekly e-newsletter,

Mark on Earmarks!

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TIP #1: HOW TO PREPARE EFFECTIVE APPROPRIATIONS REQUEST FORMS

Request forms are required by each Member of Congress as an initial, essential step in the appropriations process. The deadlines for submitting these forms generally fall in the January-March timeframe. We at Russ Reid-DC have just completed, literally, hundreds of appropriations request forms on behalf of our clients.

Here are three key ingredients for completing appropriations request forms that deserve to attract funding:

1. Emphasize the community and regional benefits of each project, especially the jobs that will be created if the Congress funds your request. The single strongest reason for a Member of Congress to provide funding is J-O-B-S.
2. Answer the question(s) that the request form may neglect to ask. In other words, find a way to convey the key message(s) about your funding request regardless of the question.
3. Highlight an area of need addressed by the project that you know is of particular interest to the Member. Researching Member priorities can provide useful hints on the best way to highlight your particular project request.
4. Ensure the form is filled out properly. Every appropriations request form is unique. Using the correct font size and margins shows the congressional staff that you made the effort to submit a proper form. This work product is a reflection of the organization seeking congressional funding.

The earmarking process is highly competitive. Preparing great appropriations forms is a must. Remember, you only get one chance to make a first impression!

Look out for other tips and commentary in future e-newsletters.

Next e-newsletter (May 4): I will discuss whether the earmarking process is transparent.

If you have a question about the appropriations process that you would like me to address in a future newsletter, or if you would like to learn more about how Russ Reid can help your organization secure significant federal funding through the appropriations process, please contact me via phone or email at 202-912-8622 or mark.mcintyre@russreid.com.

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