

## **WEDA Action Alert: Sample E-mail to Legislators**

**E-mail Subject Line:** Please Co-Sponsor LRB-5096/3 (RE: Talent Attraction)

Dear Senator/Representative \_\_\_\_\_:

As your constituent and an economic development professional, I am writing today to ask you to co-sponsor LRB-5096/3, legislation that would utilize \$10 million in American Rescue Plan Act (ARPA) funds to develop and implement a statewide talent attraction initiative administered by WEDC that would focus on the recruitment of U.S. military members transitioning to civilian life.

This bill is being authored by Rep. Nancy VanderMeer and Sen. Eric Wimberger. The co-sponsorship **deadline is Tuesday, December 21 at 4:00 PM.**

As you know, there are numerous reasons behind Wisconsin's severe workforce shortage, many of which are due to the state's demographic trends, including an aging population and poor in-migration rates. Unfortunately, the inability of businesses to find enough workers to fill open jobs has reached a crisis point, impacting every key industry and threatening Wisconsin's future economic growth.

Successfully addressing the state's labor shortage will require a mix of short and long-term solutions by both the private and public sectors. Enhancing Wisconsin's talent attraction marketing efforts to encourage out-of-state workers to move here for career opportunities and a better quality of life should certainly be part of the discussion, as past talent attraction campaigns have proved successful.

LRB 5096/3 would provide much-needed funding to market Wisconsin as a great place to live and work for U.S. service members and their families who are entering civilian life. New military veterans possess the skills, training, and leadership qualities that can help address Wisconsin's worker shortage and provide our businesses with a new talent-rich employee pool.

Thank you for taking time to read my e-mail and for considering my request to co-sponsor LRB-5096/3.

Sincerely,

Name

Title

Home Address

Phone # (optional)