

For Apprentices

# Management apprenticeships advocacy toolkit

Making the case for the #ApprenticeManager

<https://www.managers.org.uk/>

# What is CMI asking for?

- CMI is undertaking a parliamentary campaign to make UK Policymakers aware of the value of management apprentices.
- Key to ensuring we present an authentic message is amplifying the voices of those who know best - our apprentices!
- So in 2020, we're asking as many of our apprentices as possible to write to their MP and tell them about their experience.

# Why contact my local MP?

1. To make them aware of the positive impact your management apprenticeship has had on you as an individual, on your employer and/or on your local community.
2. To support the continuation of management apprentices so that others might benefit- particularly at degree-level - by helping CMI to showcase the impact.
3. To build support from your MP on a common agenda - improved prospects for you and your local region.

# Who is my local MP?

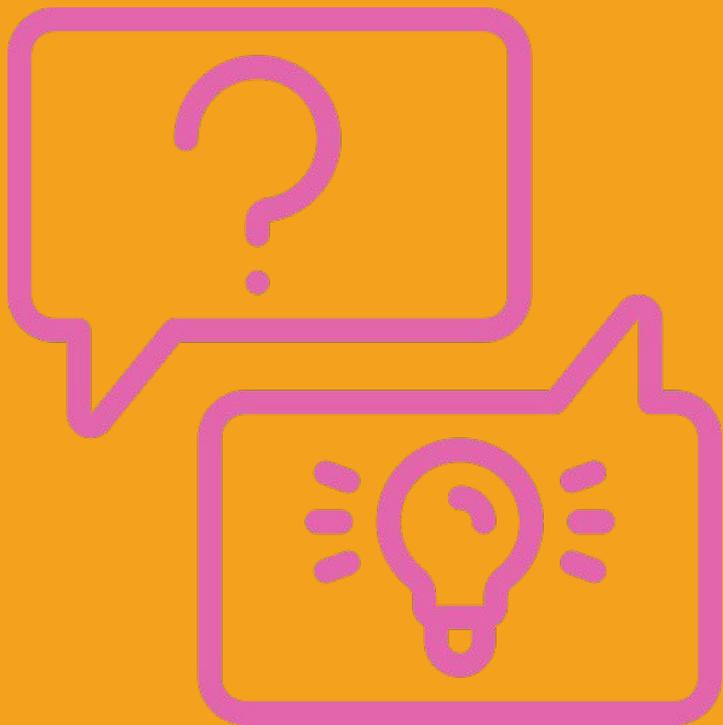
- You can find out who your local MP is by going to <https://members.parliament.uk/> and searching by name, postcode or location
- You'll be able to see all sorts of information including about your MP's parliamentary career, their voting record and other issues that they're interested in.

# What shall I say to them?

- When searching for your MP through <https://members.parliament.uk/> you will also be able to find their Parliamentary and Constituency contact details
- We have provided some suggested text that you can use through our [email/ letter template](#) but you're most likely to engage your MP if you tailor your correspondence and talk about your personal experience of your management apprenticeship.
- You can invite them to visit your organisation or training provider, for example.
- Don't be afraid to follow up with a phone call if you don't get a response!

# How do I make sure I'm saying the right things?

- Most MPs have their own website. We suggest you visit this to get a flavour of their interests.
- You can also use <https://members.parliament.uk/> or <https://www.theyworkforyou.com/> to see an MP's voting record and interests.
- Look out for any local or national newspaper columns or coverage involving the MP and use that as an opportunity to contact them.
- Look at their Twitter page or simply Google them.



## Keep in touch!

Let us know if you're contacting your MP

Ask us for support or advice:

[policy@managers.org.uk](mailto:policy@managers.org.uk)

Share your activity with us on social:

[LinkedIn](#)

[Twitter \(@cmi\\_managers\)](#) - use the hashtag #ApprenticeManager

[Instagram](#)