

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?

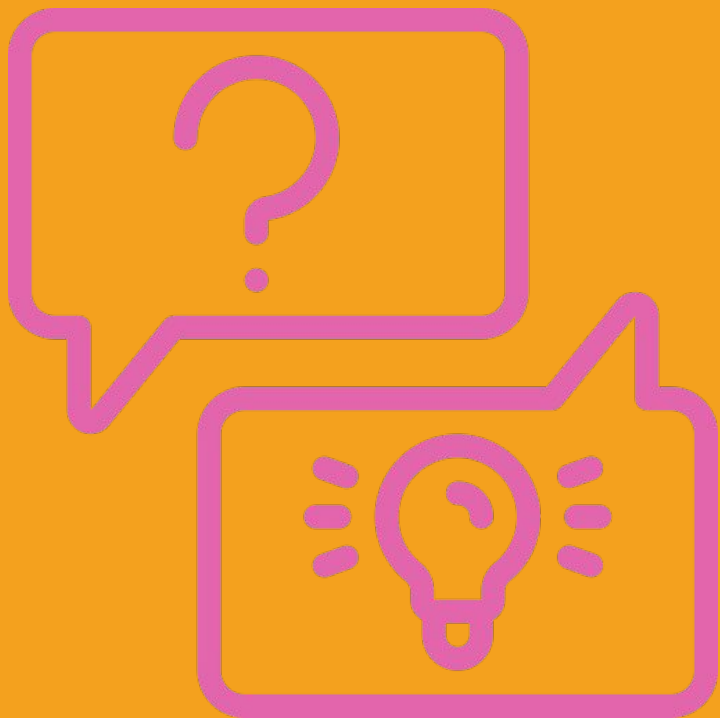
- You can find out who your local MP is by going to <https://members.parliament.uk/> and searching by name, postcode or location
- You'll be able to see all sorts of information including about your MP's parliamentary career, their voting record and other issues that they're interested in.

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

Share your activity with us on social:

[LinkedIn](#)

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

[Instagram](#)