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

**E-mail Subject Line:**

Workforce shortage: Please support talent attraction funding

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

As your constituent and an economic development professional, I am writing today to ask you to support talent attraction funding in the 2021-23 state budget bill to help address Wisconsin’s growing worker shortage crisis.

As you have certainly heard from businesses in you district, one of the biggest challenges facing Wisconsin employers is the state’s severe workforce shortage and their inability to find enough workers to fill open jobs. The shortage has reached a crisis point for employers, impacting every key industry and threatening Wisconsin’s future economic growth.

There are several complex factors behind Wisconsin’s worker shortage, but one significant reason is the state’s demographics trends, which are shifting toward an older population, the loss of younger workers to migration, and the lack of new people moving to Wisconsin. As a result, Wisconsin has more jobs than we have people to fill those jobs.

The labor shortage cannot be fixed overnight and will require a mix of short-term and long-term solutions. However, one measure the Legislature can take immediately is to revive the state's comprehensive talent attraction marketing campaign to encourage out-of-state workers to move to Wisconsin for career opportunities and a better quality of life.

Unfortunately, Wisconsin’s widely acclaimed talent attraction initiative that marketed Wisconsin across the country as a great place to live and work has exhausted its funding. With that in mind, I would encourage you to support new funding for the WEDC-led marketing campaign, which can be an important part of a wider strategy to retain and attract the best and brightest minds to Wisconsin.

Thank you for taking time to read my e-mail and for considering my request to help address Wisconsin’s worker shortage crisis.

Sincerely,

Name

Title

Home Address

Phone # (optional)