



# *Advanced Grassroots Advocacy Strategies & Tactics*



# ***AEM Grassroots Program***



# ***Program Overview***

- **In-Person Engagement**
  - Standard *I Make America* Event
  - Pancakes & Policy
  - Trade Shows
- **In-a-Box**
  - Event-in-a-Box
  - Take-a-Break
- Digital Engagement
  - Email
  - Social
  - **Paid**
- Gamification
  - AEM Advocates
- Ambassadors

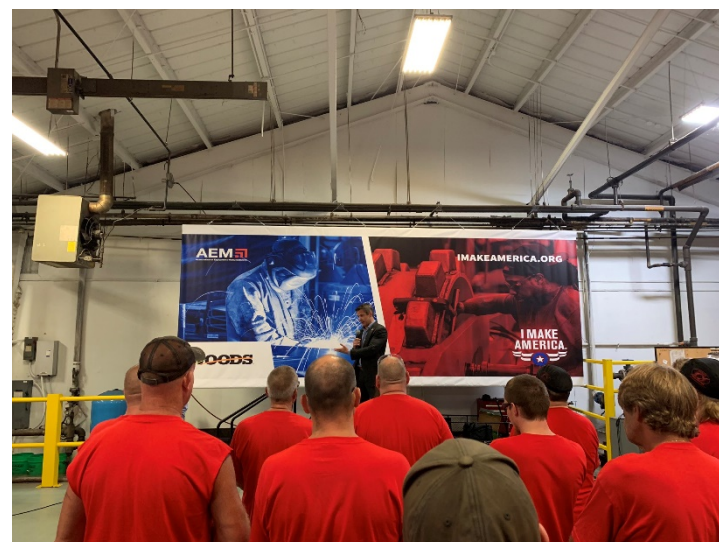




# In-Person Engagement



# 2019 Facility Tours



1. VP Pence – **Manitowoc Crane Group**
2. Frm. Sec. Acosta – **STANLEY Infrastructure**
3. Sen. Ernst – **Kinze Manufacturing**
4. Rep. Estes – **AGCO Corporation**
5. Rep. Brindisi – **Kuhn**
6. Rep. Bustos – **Komatsu America Corp.**
7. Rep. Bacon – **Graepel North America Inc.**
8. Rep. Joyce – **Manitowoc Crane Group**
9. Rep. Joyce – **Volvo Construction Equipment**
10. Rep. Norman – **Komatsu America Corp.**
11. Rep. Kinzinger – **Blount International**
12. Rep. Himes – **Terex Corporation**
13. Rep. Hagedorn – **AGCO Corporation**





# 2019 Pancakes & Policy Tours



- 3 Pancakes & Policy Tours with 10 company stops
  - The Carolinas
    - 1. **Dynapac North America**
    - 2. **Calder Brothers Corporation**
    - 3. **Vermeer MV Solutions**
    - 4. **Komatsu America Corp.**
  - Ohio
    - 1. **IROCK Crushers**
    - 2. **Timken**
    - 3. **FECON**
  - Wisconsin & Illinois
    - 1. **Telsmith**
    - 2. **Woods Equipment**
    - 3. **General Kinematics**
- 3,000 member company employees engaged





# Trade Shows



- **2020 CONEXPO-CON/AGG & IFPE**
  - Engaged more than 14,000 industry supporters across three booth locations
  - Resulting in more than 12,000 **NEW** *I Make America* supporters
  - 100+ member companies displayed 1900+ IMA mag



20  
02 | **MANUFACTURING** EXPRESS

## GET ON BOARD WITH THE MANUFACTURING EXPRESS

We're hitting the road this summer to visit equipment manufacturers across the country. Together, we will engage and educate the men and women of our industry on the issues that matter to us so that when they vote, they vote for pro-manufacturing candidates. **We hope you'll join us on this historic journey.**







# TIMELINE

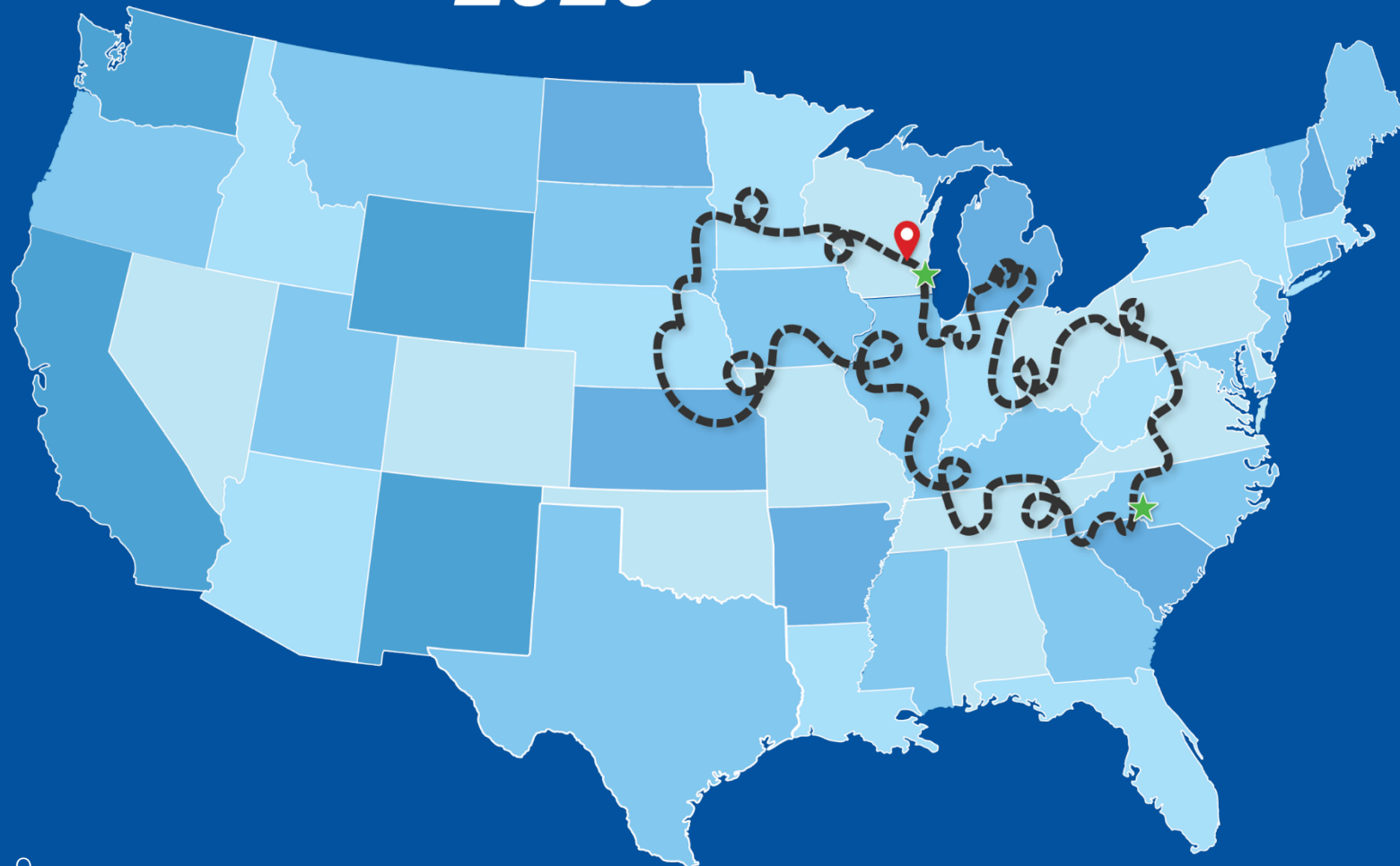
JULY


AUG.

SEPT.

OCT.

2020



-  Route Start & End
-  Democratic National Convention
-  Republican National Convention





# In-A-Box





## Event-in-a-Box & Take-a-Break



- 9 companies participated:
  1. Manitou North America
  2. Carlson Paving Products Inc.
  3. Dillman Equipment
  4. Kolberg-Pioneer Inc.
  5. Kondex Corporation
  6. Vermeer Corporation
  7. VT LeeBoy Inc.
  8. General Kinematics
  9. Stellar Industries Inc.
- Total of 9 Take-a-Breaks
- Total of 7 Events-in-a-Box



# ***How did it work?***



## ***Hosting Your Event***

The Event-in-a-Box includes everything you need to host a successful event, and this Playbook is your step-by-step guide to organizing and hosting a successful event.

To keep things simple, we have broken the Playbook into four sections.

### ★ **Before the Event**

**Preparation** | 1 month out – 1 week out

**Promotion** | 2 weeks out – day of event

### ★ **Day of and During the Event**

**Set Up** | Morning of the event

**Execution** | At the event

### ★ **After the Event**

**Reporting** | Immediately following the event – 1 week after

### ★ **Growing I Make America**

★ **Preparation** | 1 month out – 1 week out

★ **Promotion** | 2 weeks out – day of event

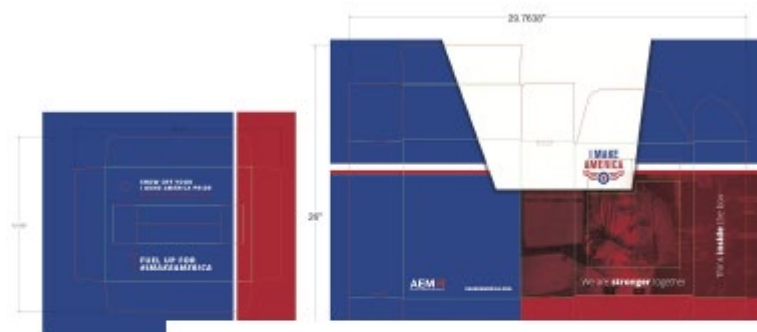




# Components




## Custom Ambassador Box and Sign Up Card Collection Box






# Feedback



Event-in-a-Box is an easy way for companies to introduce or remind equipment manufacturing employees about I Make America. AEM's national grassroots campaign gives our industry's workers the opportunity to make their voice heard and highlights the need for them to engage with their elected officials. I encourage every member company to host an Event-in-a-Box and continue working with AEM and IMA. 



Thank you so much for all of your help along the way. Our I Make America Event went off without a hitch. The playbook was AMAZING. It was very helpful in every stage of preparation, day of the event and after the event. Our employees loved all of the free giveaways. 

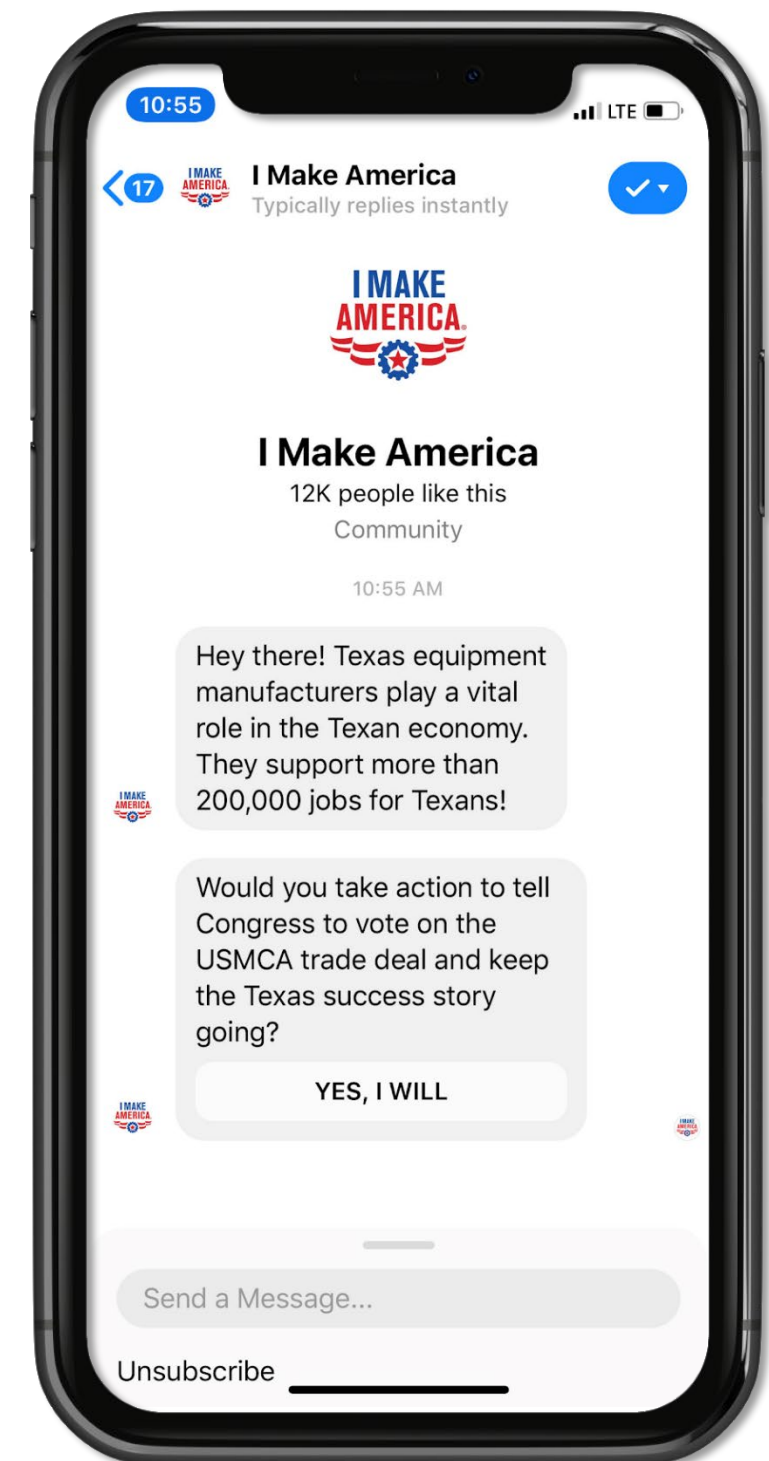




# Paid Digital Engagement



- Facebook Ad -> Facebook Messenger
- Messenger Conversation -> Acquisition
- Bot setup to automatically follow-up with those who drop-off from the original conversation before converting

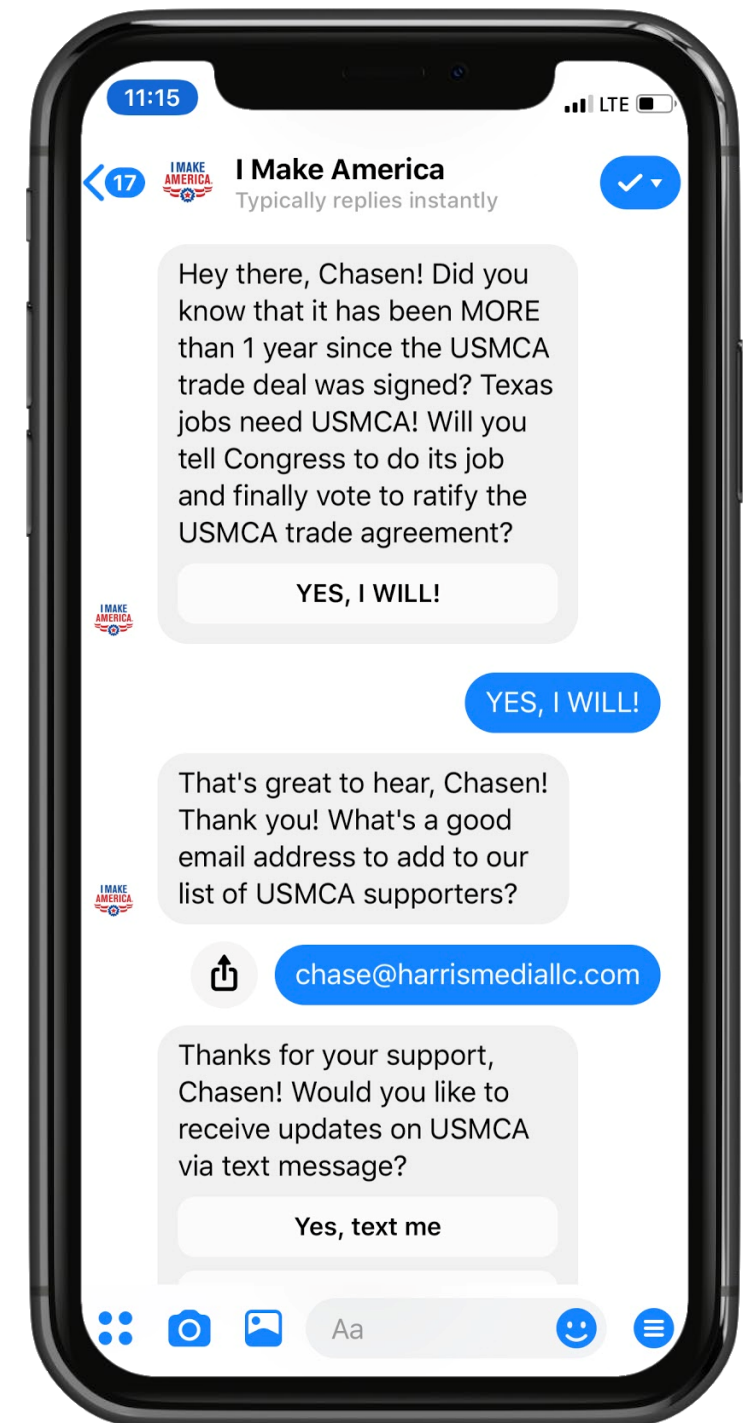






- Ability to send blasts to everyone who opened the conversation, even those who didn't provide email address
- Push respondents into SMS opt-in flow for additional communication channels
- Messenger -> Email -> SMS

- Messenger Open Rate: **78%**
- Messenger Click-Through Rate: **34%**
- Email Recapture Rate (*Email acquired on follow-up blast*): **11.4%**
- SMS Recapture Rate (*SMS acquired on follow-up blast*): **13.58**





# Final Thoughts

---





# ***Takeaways***

- **Measure Everything**
  - Surveys, metrics, CPI, etc.
  - Act on what you learn
- **Test, test, test**
  - Emails, social, program formats
  - Try it and track it
- **Borrow**
  - Industry partners, professional organizations, personal inbox



# *Questions?*