



Building Successful Grasstops, Key Contacts & Ambassador Programs

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Grasstops

Key Contacts

Ambassadors

A fourth to consider:

Influencer

Poll Question 1:

Do you differentiate among
these three terms?



Grasstops

Key Contacts

Ambassadors

Influencer

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Terminology can be interchangeable
or even your own definitions.

Poll Question 2:

Have you ever found out about an important valuable, relationship with a targeted official when it was too late to leverage?

Building a Top Tier Grasstops Advocacy Program

Creating a RAP:

Relationship

Asset

Program

- Advocates & lawmakers
- You & your advocates



Public Affairs Council

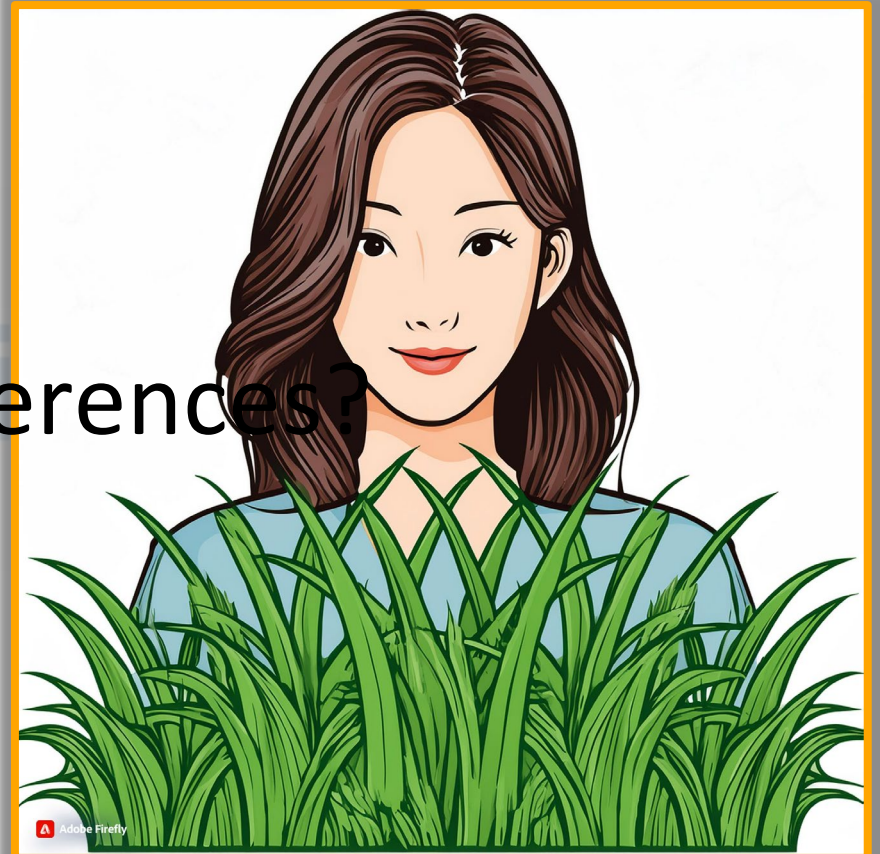
Grassroots Advocacy

vs

Grasstops Advocacy



What are key differences?



Activity



People



Grassroots Advocacy



Primary objective?

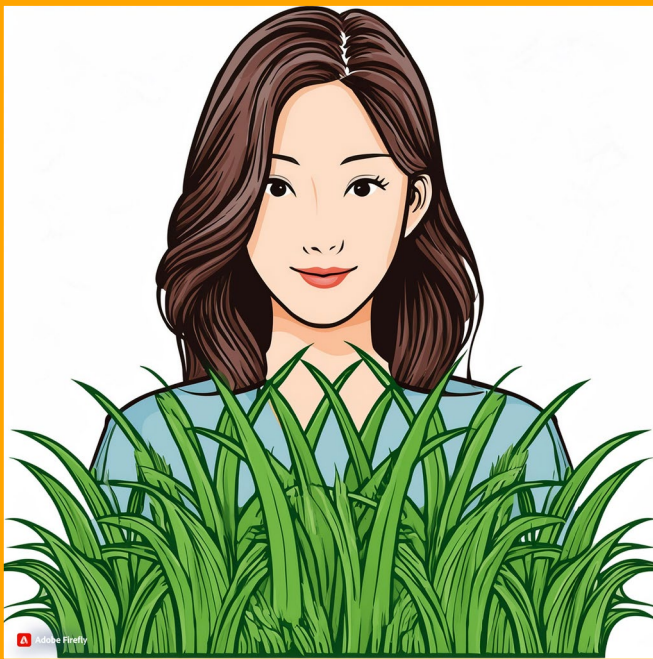
Conveying a
policy position



Grasstops Advocacy

Primary objective?

Building rapport & relationships



Grassroots Advocacy

Key Characteristics

- More broad-based participation (quantity not quality)
- Not relationship-focused (communication not conversation)
 - Letterwriting (USPS & email)
 - Phone calls
 - Once/year engagement (Hill Day only)
- Sporadic in nature
- No in-district engagement



Grasstops Advocacy Key Characteristics

- Fewer, hand-picked volunteers
- Relationship-based engagement in all available arenas
 - DC, in-district & online
 - In-district as effective as DC
 - Office surveys found what not where



Grasstops Advocacy Key Characteristics

- Capitalizes on significant engagement flexibility
 - Opportunities to interact & engage year-round
 - Scheduled lawmaker & community events (even more prevalent in election years)
 - Hosting lawmakers for site visits & town halls
 - Demonstrates & reiterates greater political acumen & varied forms of “political strength”



Building a Top Tier Grasstops Advocacy Program

Flexing Political Strength



1. What do we mean by “Political Strength”?
2. What associations, groups or organizations do you associate with political strength?



Six D's for Building a Top Tier Grasstops Advocacy Program



1) Dawn

- Draft goals
 - More than just legislative victories
 - Set short & long-term goals
 - Leverage momentum of small victories
- Start small – a focused pilot to allow for “testing & learning”



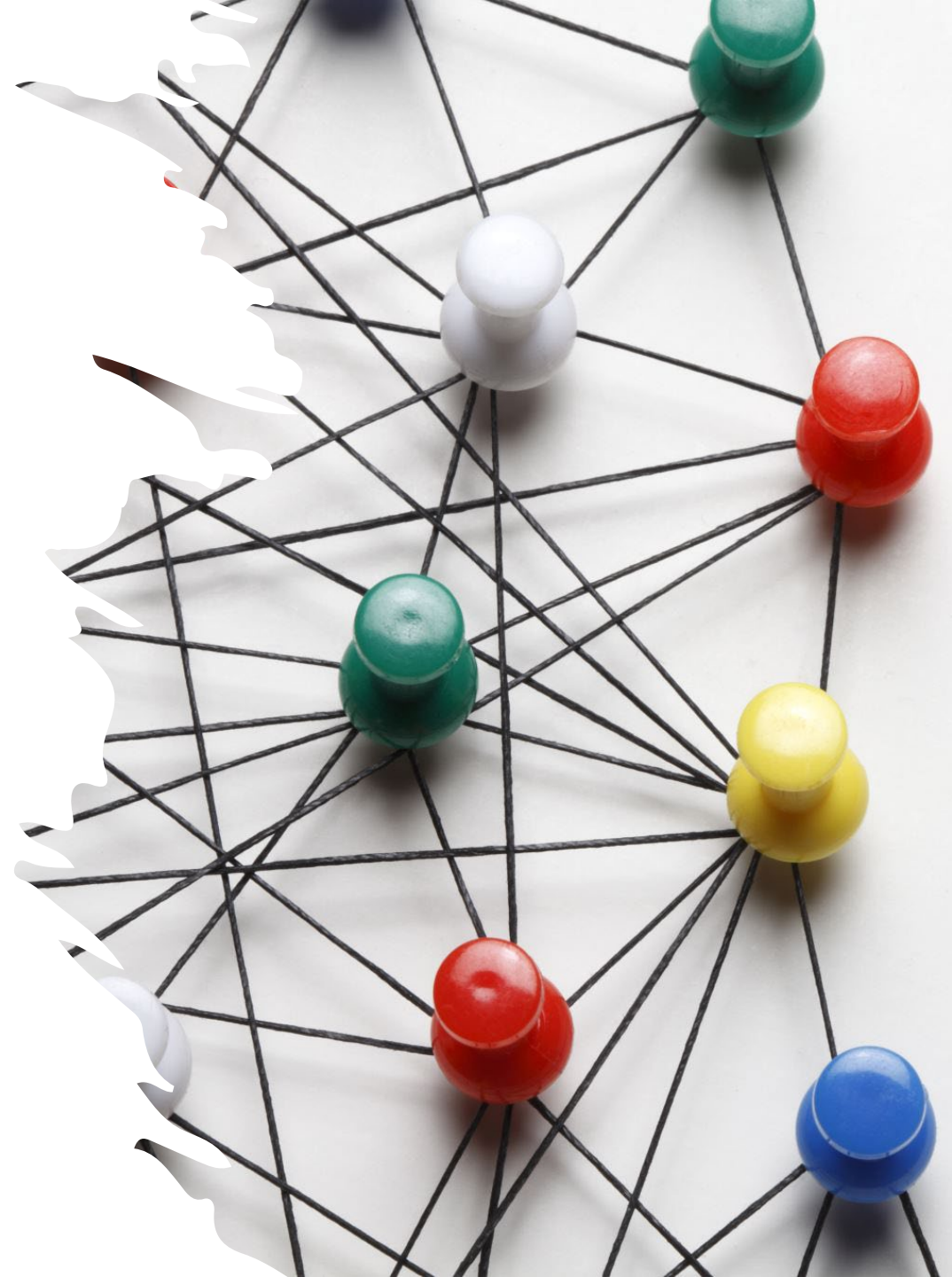


2) Define Asset Categories & Responsibilities

- Are Ambassadors celebrities?
- Do Key Contacts have valuable connections?
- Are Grasstops unique with expertise, credibility & connections?
- Who are Influencers?
- Include easily understood rules & measureable tasks
- Foster an organizational “culture of advocacy”

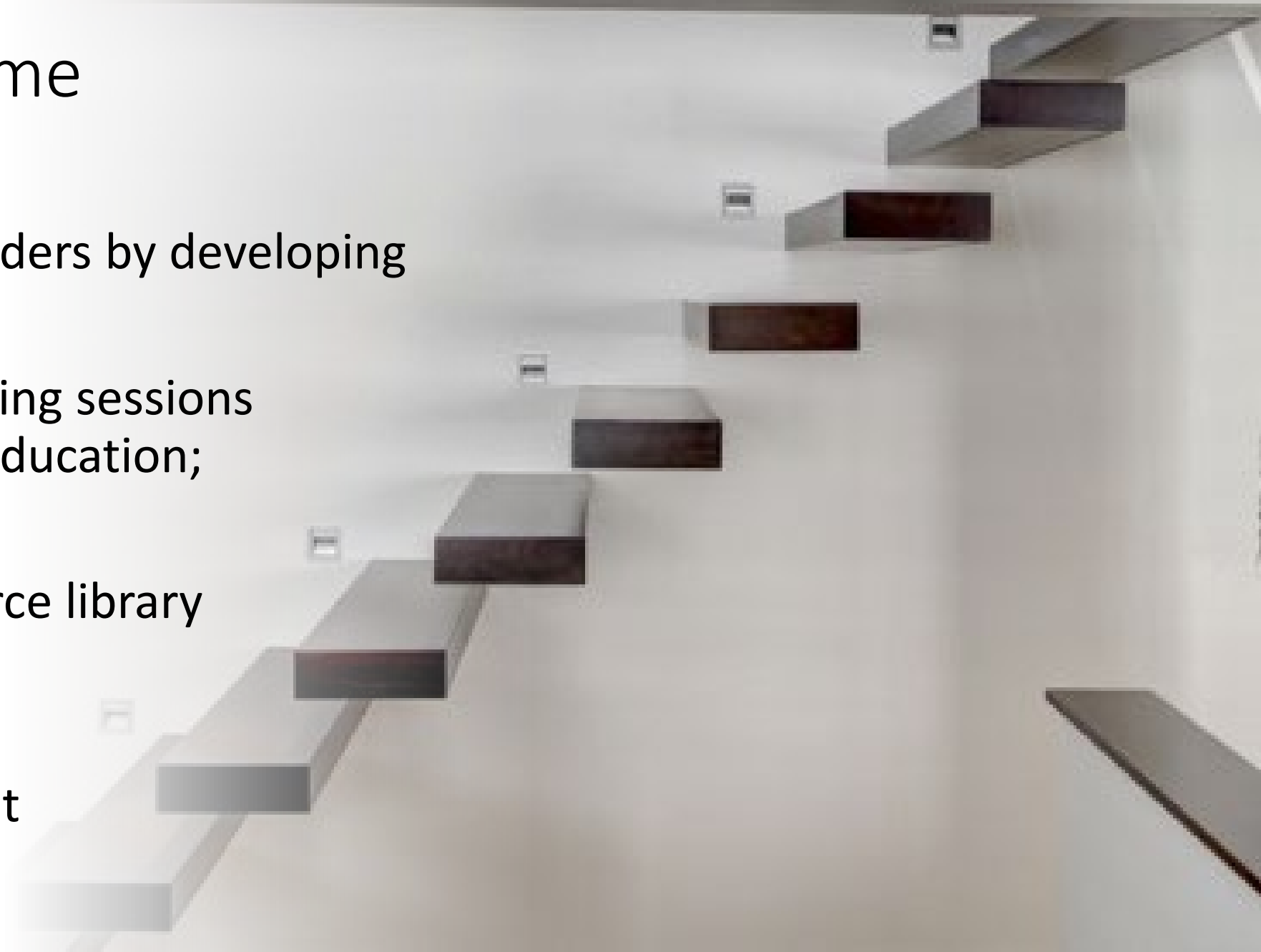
3) Differentiate Audience

- Survey stakeholders about:
 - Existing relationships
 - Willingness & ability to complete tasks
 - Spheres of influence
- Assign audience into different asset categories
- Seek out varied backgrounds
- Create that enticing environment & use FOMO to your advantage



4) Dedicate Time

- Get to know stakeholders by developing relationships
- Offer graduated training sessions (regular, interactive education; online & in-person)
- Provide online resource library available 24/7
- Walk stakeholders up advocacy involvement staircase





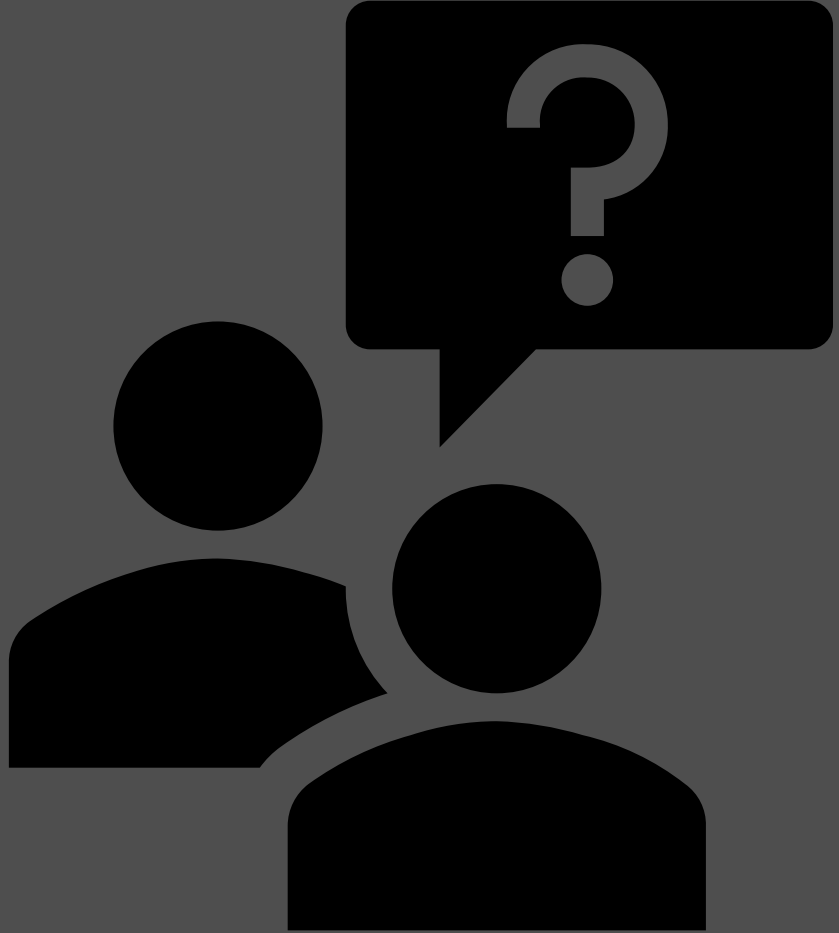
5) Deploy Advocates

- Not every task to every asset
- Momentum of 365-engagement
- Engage in all arenas
 - Capitol Hill
 - In-district
 - Online (earned & social media)



6) Determine Accomplishments & Successes

- Inform leadership of objectives achieved & notable successes
- Acknowledge achievements before peers
- Create a shareable, public “success scorecard”
- Award your best advocates
- Revise goals as needed





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