



Regulatory Grassroots Advocacy

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Advocacy

- Defining Grassroots Regulatory Advocacy
- Outreach to Grassroots Advocates
- Grassroots Regulatory Advocacy Tools
- State Regulatory Advocacy
- Federal Regulatory Advocacy
- Helpful Resources



Advocacy

How We Define Grassroots Regulatory Advocacy

- When it will be beneficial to engage your members to tell their story and show the impact of a regulation on their business.
- Building a collective message for the industry on regulatory issues by having many members file their own unique comments.
- Regulatory comments are a helpful tool to share with legislators who may see proposals on a similar topic to show the impact of a proposed rule.



Advocacy

Outreach to Grassroots Advocates

- In addition to outreach to all members, narrow contacts to members based on business/client type
- Encourage members to share comment opportunity and talking points with their clients
- Repetition and variety. Issue regular reminders on the comment opportunity and use different communication verticals such as webinars, in person/on the phone and social media.



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Grassroots Regulatory Advocacy Tools

- Sample template or fillable PDF letter
- Provide questions in comment request directly to members
- Regulatory alert emails
- Share filed comments or samples past comments
- Provide Issue talking points and data
- Host a webinar on the comment process and discussion points



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State Regulatory Advocacy

- Make sure messaging is consistent and doesn't conflict with federal regulatory comments
- Share regulatory comments with state legislators or even members of Congress when applicable
- Build coalitions to provide regulatory feedback and determine strategies
- Focus on local impacts and building local relationships



Advocacy

Federal Regulatory Advocacy

- Congressional and legislative outreach
- Build coalitions with associations and file joint comments if most effective
- Engage with regulators in stakeholder meetings and attend events to build a relationship that will help during rulemaking processes



Advocacy

Helpful Resources

- **U.S. Small Business Administration Office of Advocacy Guide: What is a Regulation?** <https://advocacy.sba.gov/2024/09/24/what-is-a-regulation/>
- **U.S. Small Business Administration Office of Advocacy Basic Guide to Federal Rulemaking and Small Business** <https://advocacy.sba.gov/wp-content/uploads/2024/05/Basic-Guide-to-Rulemaking-and-SBs.pdf>
- **Office of the Federal Register: Guide to the Rulemaking Process**
https://www.federalregister.gov/uploads/2011/01/the_rulemaking_process.pdf



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