

Effective In-District Advocacy Case Studies



Introduction to ACC

The American Chemistry Council represents nearly 200 companies engaged in the business of chemistry.

- A highly diverse membership in size, geographic footprint, manufactured products, and advocacy capabilities
- Our Political Mobilization team serves as the grassroots advocacy arm of ACC, enhancing the “boot leather lobbying” of state and federal colleagues.
- 96% of all manufactured goods are touched by the business of chemistry



Keys to Effective In-District Events & Advocacy

1) Set Up for Success

2) Make it Local

3) Think About Their Priorities

4) Get Creative, Go to Them

5) Continue the Post Visit Relationship

Set Up for Success

- **Make the lives of staff easy.**
 - Clear instruction on attire, logistics, point-of-contact, protective equipment, etc.
 - Identify hard stop time upon arrival.
 - On-site details – photo policies, point out key participants, talk through the plan for the visit.
- **Make company participants comfortable**
 - Establish comfort level of participants and help give them confidence
 - Make them aware of any changes and walk through timeline prior to the official's arrival.
 - Set reasonable expectations



Make it Local



Illinois

GLOBAL CHALLENGES, CHEMISTRY SOLUTIONS

Chemistry is essential to the U.S. economy and plays a vital role in driving innovations that make our world safer, more sustainable and more productive.

- Chemistry supports over 26% of the U.S. GDP and 10% of U.S. goods exports — a \$633 billion enterprise.
- 554,000 skilled American jobs are provided by the business of chemistry.
- The U.S. is the 2nd largest global producer, providing 12% of the world's chemicals.

Illinois chemistry...

 At \$29.67B, is the 3rd largest manufacturing industry in the state	 Is the 4th largest chemistry producing state	 Provides 23,958 direct jobs and another 36,783 related jobs
 Pays \$2,308 in wages	 Has an average wage of \$95,926, 12% higher than the average manufacturing wage in Illinois	 Generates \$782M in state & local taxes, and \$796M in federal taxes
 Invests \$666M across Illinois to build & update equipment and facilities	 Ships \$7.34B in products to customers around the world	 Generates an additional 44,007 jobs in plastics & rubber products



ChemistryInTheStates.com
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Think About Their Priorities



Press Releases

Bergman Presses Biden EPA on Unrealistic and Unachievable Regulations

Washington, September 19, 2023

Get Creative & Go to Them



Continue the Relationship

- Share social media links with comms staff
- Thank you notes (staff & site leadership)
- Offer future opportunities
- Capitalize on event with officials & staff in D.C.
- Periodic check-in with district staff



