

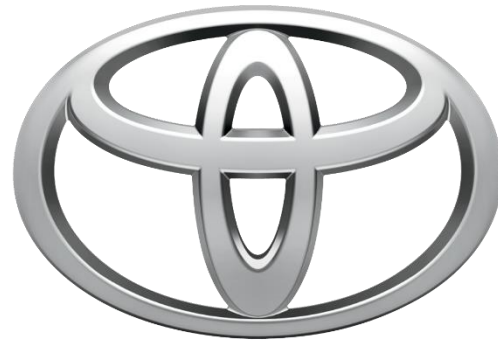
Innovations in Public Affairs: 2018 Award Winners

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FiscalNote

Innovations in Public Affairs: 2018 Award Winners

Communications Innovation
Winner:



TOYOTA

Innovations in Public Affairs: 2018 Award Winners

Engagement Innovation
Winner:



Innovations in Public Affairs: 2018 Award Winners

**Grassroots Innovation
Winner:**



Our constituencies



Podcast channels



Our storytellers



Our stories

Can We Live with a
Nuclear North
Korea?

Are We Reaching
the End of
Globalization?



Traffic Hour
Pennsylvania
Avenue

State Highway
Detour



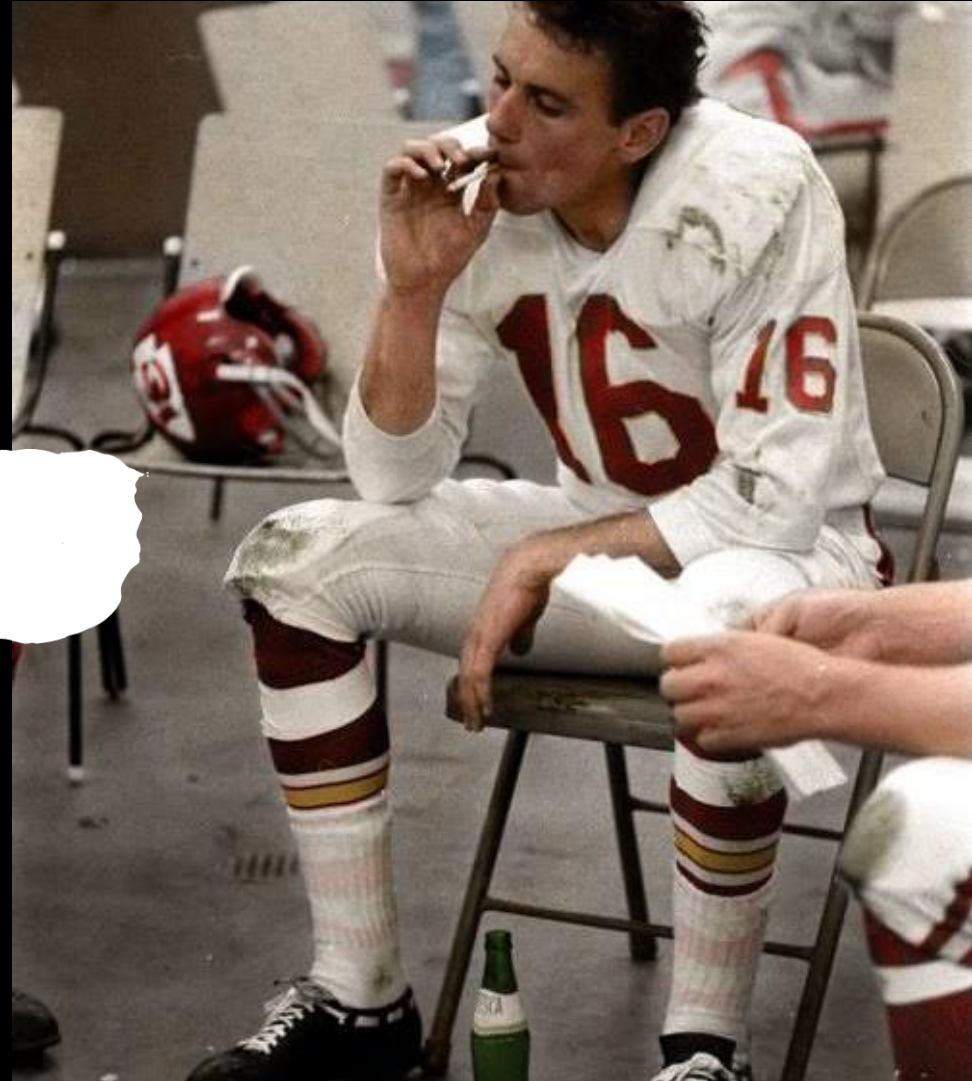
Kyle Busch –
Beyond the
Checkered Flag

Are We There Yet?
The Autonomous
Journey





Believe in better.





Innovations in Public Affairs: 2018 Award Winners

Engagement Innovation
Winner:



Ambassador Action Center

Brian Rubenstein

Senior Director, Digital Strategy
@brubenstein

The screenshot shows the 'My Activity' dashboard for a user named Brian Rubenstein. At the top, there's a navigation bar with links like 'MY ACTIVITY', 'MY TEAM', 'RECORD AN ACTION', 'LEADERBOARD', 'OVERVIEW', 'REPORTING', and 'USER PROGRESS'. Below this, a 'YOUR TOTALS THIS REPORTING YEAR' section shows 'Actions Reported' as 9 and 'Points Earned' as 101. A 'POINTS BY CATEGORY' section follows, with five categories: 'Impact Your Livemakers' (3 actions, 40 points), 'Build Your Team' (0 actions, 0 points), 'Get Media Coverage' (4 actions, 41 points), 'Connect with Partners' (2 actions, 20 points), and 'Money Raised for ACS CAN' (0 actions, 0 points). Below this is a 'My Reported Activity' table with columns for DATE, ACTIVITY CATEGORY, DESCRIPTION, and POINTS. The table lists three activities from November 13, 2017: 'Impact Your Livemakers' (Collect 100 petitions in a current campaign, 20 points), 'Impact Your Livemakers' (Personal Email, 10 points), and 'Impact Your Livemakers' (Office Drop-By, 10 points). At the bottom, there's a 'My Representatives' section with a search tool and a 'HOW DO I USE THIS THING?' section with a link to the training resource page. The footer includes the Cancer Action Network logo, mailing address, contact info, and social media links.

My Activity

YOUR TOTALS THIS REPORTING YEAR

Actions Reported	Points Earned
9	101

[See Ambassador Leaderboard](#)

POINTS BY CATEGORY

Category	Actions Reported	Points Earned
Impact Your Livemakers	3	40
Build Your Team	0	0
Get Media Coverage	4	41
Connect with Partners	2	20
Money Raised for ACS CAN	0	0

My Reported Activity

DATE	ACTIVITY CATEGORY	DESCRIPTION	POINTS
November 13, 2017	Impact Your Livemakers	Collect 100 petitions in a current campaign	20
November 13, 2017	Impact Your Livemakers	Personal Email	10
November 13, 2017	Impact Your Livemakers	Office Drop-By	10

[Add a New Action](#)

My Representatives

Use our search tool to look up the names and contact information for your state and federal lawmakers.

[Learn More](#)

HOW DO I USE THIS THING?

We've created some great recorded trainings to help you get the most out of your new Ambassador Action Center. If you still have questions, please contact your staff partner.

[See the training resource page](#)

Footer:

Cancer Action Network
100 M Street NW, Ste 200
Washington, DC 20004
(202) 685-5700

About:
Contact Us
Cancer Candi Blog
What We Do
Cancer Information

Social Media:
DONATE
TAKE ACTION
EMAIL SIGN UP

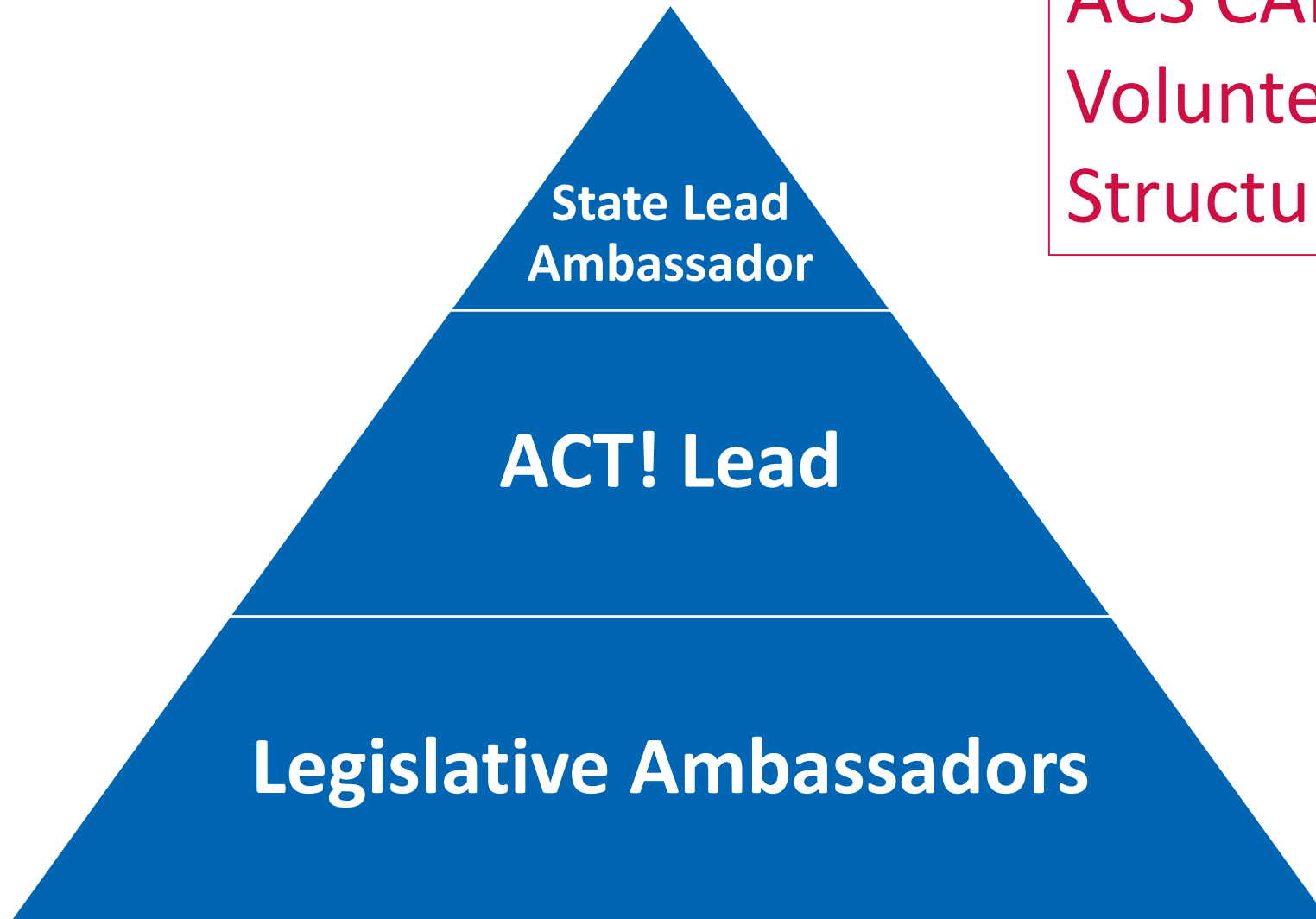
Who are we?

American
Cancer Society

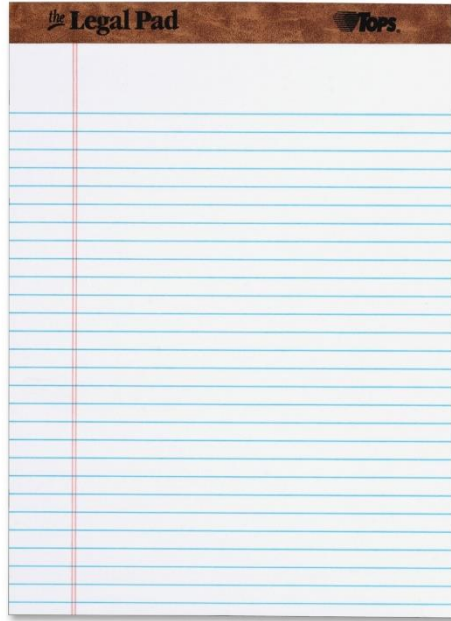
ACS CAN



ACS CAN Volunteer Structure



Previous methods of action data collection



Luminate Online™

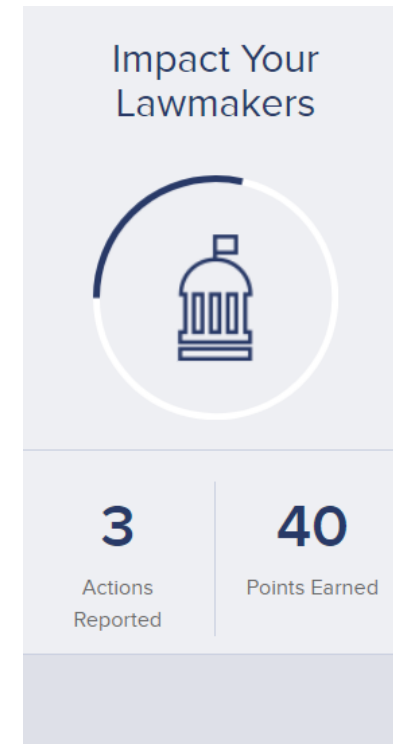


Ambassador Action Center

An **online portal for our
leadership volunteers to
record their actions**

Key attributes for the new portal

- Very easy to use
- Graphically pleasing
- Empowering
- Gamified
- Mobile optimized
- Easy to manage



17,220

Let's take a look!



Ambassador Action Center



Welcome Back!

- ★ View Your Activity
- ★ Check On Your Team
- ★ Report an Action

8,145 Ambassador Actions reported in this reporting year!



8,145 Ambassador Actions reported in this reporting year!

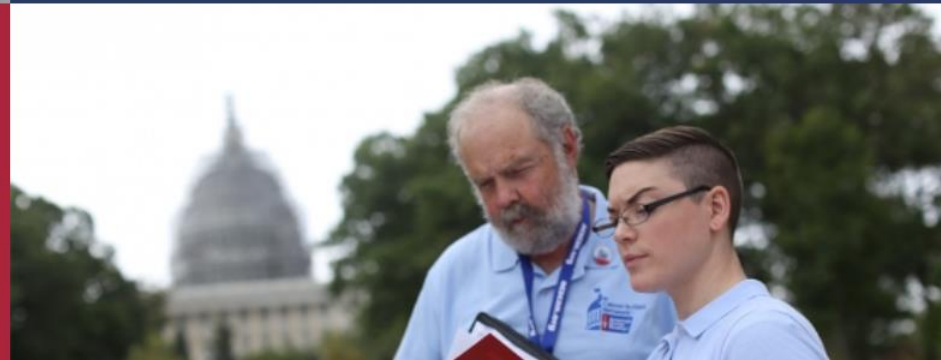


PRESIDENT'S DAY RECESS

Members of Congress will be home starting on February 17 and we'll have plenty to talk with them about. Watch for information from your state grassroots manager about specific issues and tactics targeting your lawmakers.

HOW DO I USE THIS THING?

We've created some great recorded trainings to help you get the most of out of your new Ambassador Action Center. If you still have questions, please contact your staff partner.



Create Activity Report

Select a type of activity and we'll ask you a few more questions about your activity.

What did you do? *

Pick one item that best describes your activity.

Impact Your Lawmakers

- ☐ Attend Town hall or other meeting where member is present
- ☐ Collect 100 petitions in a current campaign
- ☐ Office Drop-By
- ☐ Personal E-mail
- ☐ Personal Letter
- ☐ Personal Meeting
- ☐ Personal Phone Call
- ☐ Seasonal Card

Build Your Team

- ☐ Communicate with other team members quarterly
- ☐ Recruit a new Team Ambassador
- ☐ Recruit 10 New ACS CAN Members

Get Media Coverage

- ☐ Contact media to promote an ACS CAN event or fundraiser
- ☐ Join ACS CAN Facebook Page and /or used social media to promote our organization/issues
- ☐ Participate in a media interview about an ACS CAN issue or event
- ☐ Send Letter to the Editor

Connect with Partners

- ☐ Attend a Relay for Life team meeting or event representing ACS CAN
- ☐ Attend a Making Strides Against Breast Cancer meeting or event

Create Activity Report

Select a type of activity and view your progress.

What did you do? *

Pick one item that best describes your activity.

Impact Your Lawmakers

- ☐ Attend Town hall or other meeting where member is present
- ☐ Collect 100 petitions in a current campaign
- ☐ Office Drop-By
- ☐ Personal E-mail
- ☐ Personal Letter
- ☐ Personal Meeting
- ☐ Personal Phone Call
- ☐ Seasonal Card

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- ☐ Attend a Making Strides Against Breast Cancer meeting or event

What did you do? *

Pick one item that best describes your activity.

Impact Your Lawmakers

- ☐ Attend Town hall or other meeting where member is present
- ☐ Collect 100 petitions in a current campaign
- ☐ Office Drop-By
- ☐ Personal E-mail
- ☐ Personal Letter
- ☐ Personal Meeting
- ☐ Personal Phone Call
- ☐ Seasonal Card

When did you complete this action?

02/06/2018

E.g., 02/06/2018

An estimated date is fine.

Who did you contact?

- ☐ U.S. Congressperson (senator or representative)
- ☐ U.S. Congressperson staff member
- ☐ Federal agency official
- ☐ State lawmaker (governor, state senator or representative)
- ☐ State lawmaker staff member
- ☐ Local decision maker (mayor, city official)
- ☐ Other

Check all that apply

Name of lawmaker contacted

ex: Rep. Martha Roby, Sen. Jeff Sessions, Mayor Todd Strange

Name(s) of people you met with

Add the names of the folks present at the meeting. Just separate with a comma or a new line.

Where did the meeting take place?


Select a location

Campaign Discussed?

Did you discuss any of our Priority Campaigns?

Description/Notes

My Activity



YOUR TOTALS THIS REPORTING YEAR

Actions Reported	Points Earned
12	231

[See Ambassador Leaderboard →](#)

POINTS BY CATEGORY

Impact Your
Lawmakers



Build Your Team



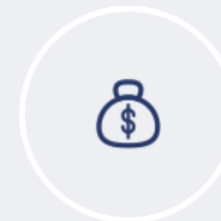
Get Media
Coverage




Connect with
Partners



Money Raised for
ACS CAN



POINTS BY CATEGORY

Impact Your Lawmakers		Build Your Team		Get Media Coverage		Connect with Partners		Money Raised for ACS CAN
								
3	110	5	90	2	11	2	20	No activities recorded yet.
Actions Reported	Points Earned	Actions Reported	Points Earned	Actions Reported	Points Earned	Actions Reported	Points Earned	



Leaderboard

ACT! TEAMS NATIONAL RANKINGS

RANK	ACT TEAM	POINTS
1	Texas 36th	3,136
2	Ohio 11th	2,383
3	Idaho 2nd	2,178
4	Tennessee 2nd	2,150
5	Ohio 7th	2,150
6	Washington 1st	1,846
7	Ohio 10th	1,686
8	Ohio 16th	1,557
9	North Carolina 4th	1,411
10	North Carolina 3rd	1,356

[Load More](#) ▾

NATIONAL INDIVIDUAL RANKINGS

RANK	NAME	ACT TEAM	POINTS
1	Nancy Neel	Texas 36th	2,579
2	Lorna Hill	Ohio 7th	2,150
3	Barb Diver	Ohio 11th	2,039
4	Julie Turner	Ohio 10th	1,686
5	Chad Estes	Idaho 2nd	1,638
6	Michael Holtz	Tennessee 2nd	1,621
7	Eunice Hostetter	Washington 1st	1,566
8	Pam Manges	Ohio 16th	1,557
9	Charlotte Rodriguez	North Carolina 3rd	1,356
10	Dodi Emmons	Texas 10th	1,235

[Load More](#) ▾

TEXAS ACT! TEAM RANKINGS

RANK	ACT TEAM	POINTS
1	Texas 36th	3,136
2	Texas 10th	1,235
3	Texas 29th	916
4	Texas 17th	350
5	Texas 6th	260
6	Texas 11th	230
7	Texas 30th	180
8	Texas 31st	143
9	Texas 7th	100
10	Texas 19th	90

TEXAS INDIVIDUAL RANKINGS

RANK	NAME	ACT TEAM	POINTS
1	Nancy Neel	Texas 36th	2,579
2	Dodi Emmons	Texas 10th	1,235
3	Cynthia Adame	Texas 29th	916
4	Susan Spurlock Rawlins		632
5	Barbara Dickens	Texas 36th	557
6	Karen Kay	Texas 17th	350
7	Amy Martinez	Texas 6th	260
8	Brian Rubenstein		231
9	Carol Kohutek Watkins	Texas 11th	230
10	Barry Johnson	Texas 30th	180

Ambassador Action Center User Progress

Search By:

ACT Team

Select one or more teams

User Type

Select one or more user types

Volunteer Name

Enter all or part of a volunteer's
name

Search

Reset

NAME	IMPACT YOUR LAWMAKERS	BUILD YOUR TEAM	GET MEDIA COVERAGE	CONNECT WITH PARTNERS	MONEY RAISED FOR ACS CAN
Cynthia Adame	180 points earned out of 140 required	30 points earned out of 90 required	696 points earned out of 30 required	10 points earned out of 30 required	No activities recorded yet.
Barbara Dickens	250 points earned out of 140 required	No activities recorded yet.	277 points earned out of 30 required	No activities recorded yet.	30 points earned out of 40 required
Barry Johnson	180 points earned out of 140 required	No activities recorded yet.	No activities recorded yet.	No activities recorded yet.	No activities recorded yet.
Daleyn Schwartz	20 points earned out of 140 required	No activities recorded yet.	No activities recorded yet.	No activities recorded yet.	70 points earned out of 40 required
Elma Balboa	20 points earned out of 140 required	No activities recorded yet.	30 points earned out of 30 required	No activities recorded yet.	No activities recorded yet.
Jackie Bush	30 points earned out of 140 required	No activities recorded yet.	No activities recorded yet.	No activities recorded yet.	No activities recorded yet.
Amy Martinez	150 points earned out of 140 required	50 points earned out of 90 required	30 points earned out of 30 required	30 points earned out of 30 required	No activities recorded yet.
Dianne Hastings	10 points earned out of 140 required	No activities recorded yet.	No activities recorded yet.	No activities recorded yet.	No activities recorded yet.

Major Takeaways

- Listen to your audience
- Leverage a competitive spirit
- Invest time up front on training
- Take your point values very seriously



Thank you for the
Public Affairs Council
Innovation Award

Thank you for the
Public Affairs Council
Innovation Award

Innovations in Public Affairs: 2018 Award Winners

**Grassroots Innovation
Winner:**





The Gazette

Eastern Iowa's independent, locally owned newspaper

Friday, March 17, 2017

www.thegazette.com

POLITICS

Major domestic cuts fund military buildup

Trump's budget diverts from ag, arts, community grants

In a proposed Thursday border wall aspects will

AGRICULTURE
21 PERCENT

FOOD STAMP
SUBSIDIES



WHAT TRUMP'S BUDGET PLAN MEANS TO MICHIGAN

Services to slash, defense to gain

MANHUNTS
Suspect in police shooting probed in killing of WSU officer
Sex crime suspect killed during arrest in Warren
METRO, 4A

CONCERNS
'America first' trade policy a touchy issue in Japan
BUSINESS, 6A

'BEAUTY AND THE BEAST'
Film's charms are lost in translation
MOVIES+LIFE, 1C



WALT DISNEY STUDIOS
3.17.17



Mich. lawmakers to fight cuts to Great Lakes funding

Shift seen as threat to water quality, economy

By Keith Matheny
Detroit Free Press
Environmental advocates



Suburbs to lose grant money but Macomb County sees opportunity

By Christina Hall and John Wisely
Detroit Free Press

President Donald Trump's proposed budget is a mixed bag for Detroit suburbs, with some standing to possibly benefit from proposed hikes in defense spending while seeing deep cuts in federal funding for community programs that provide everything from summer camps for low-income children to helping senior citizens get to doctor appointments.

The area stands to lose millions of dollars in Community Development Block Grants, which for more than 40 years have helped communities large and small with funding for a variety of programs.

But the region — especially Macomb County, which has two military installations and a huge defense corridor — also could reap the benefits of Trump's proposed \$54-billion increase in defense spending. In 2015, the Detroit region was home to 3,207 businesses serving the defense industry. To see IMPACTS, Page 11A.

INSIDE
FINAL BUDGET STILL HAS A LONG WAY TO GO 10A

STATE LAWMAKERS
BALK AT PLAN 10A

DETROIT ARTS
GROUPS READY TO FIGHT BACK 12A

The Columbus Dispatch

\$1.50 | FRIDAY, MARCH 17, 2017

Northwestern wins NCAA opener / D1

Blue Jackets top Panthers / D1

'Beauty and the Beast' is live-action treat / E1

NATION'S FINANCES

Unkind cuts to Ohio?

President Trump's budget contains no money for these agencies, which contributed these amounts to Ohio in fiscal 2016.

Great Lakes Initiative
\$300 million
Meals on Wheels



STATE EDITION 75 CENTS MARCH 17, 2017 CHARLESTON, WEST VIRGINIA CLOUDY HIGH: 45 LOW: 43 DETAILS 9A

Charleston Gazette-Mail

wvgazetteemail.com

St. Patrick's Day

WVU men advance to NCAA 2nd Round — 1B State boys basketball tourney coverage — 1B

W.VA. LEGISLATURE

Trump's budget slams West Virginia



Out of the 'dark ages'

WASHINGTON

PROPOSED SPENDING INCREASES

Department	Proposed Increase
DEPARTMENT OF DEFENSE	10%
U.S. DEPARTMENT OF HOMELAND SECURITY	7%
DEPARTMENT OF VETERANS AFFAIRS	6%

#INSIDEPOLITICS

PRESIDENT TRUMP'S BUDGET BLUEPRINT

TONIGHT AT 9P ET
The MESSY TRUTH with VAN JONES

8:28:34
HRS MIN SEC

CNN

DOW ▼ -15.51

INSIDE POLITICS

66
PROGRAMS
TARGETED FOR ELIMINATION

Corporation for
NATIONAL & COMMUNITY SERVICE



Northern Border
Regional Commission



GREEN
CLIMATE
FUND



Heritage Partnership Program



Corporation
for Public
Broadcasting



PBS



EAST-WEST
CENTER



NATIONAL ENDOWMENT FOR THE
Humanities



The Asia Foundation



Global Agriculture and
Food Security Program



MEP • MANUFACTURING
EXTENSION PARTNERSHIP



CHALLENGES

TO SUCCESSFULLY ENGAGING LSC ADVOCATES



SMALL
PROGRAM



COMPETITION



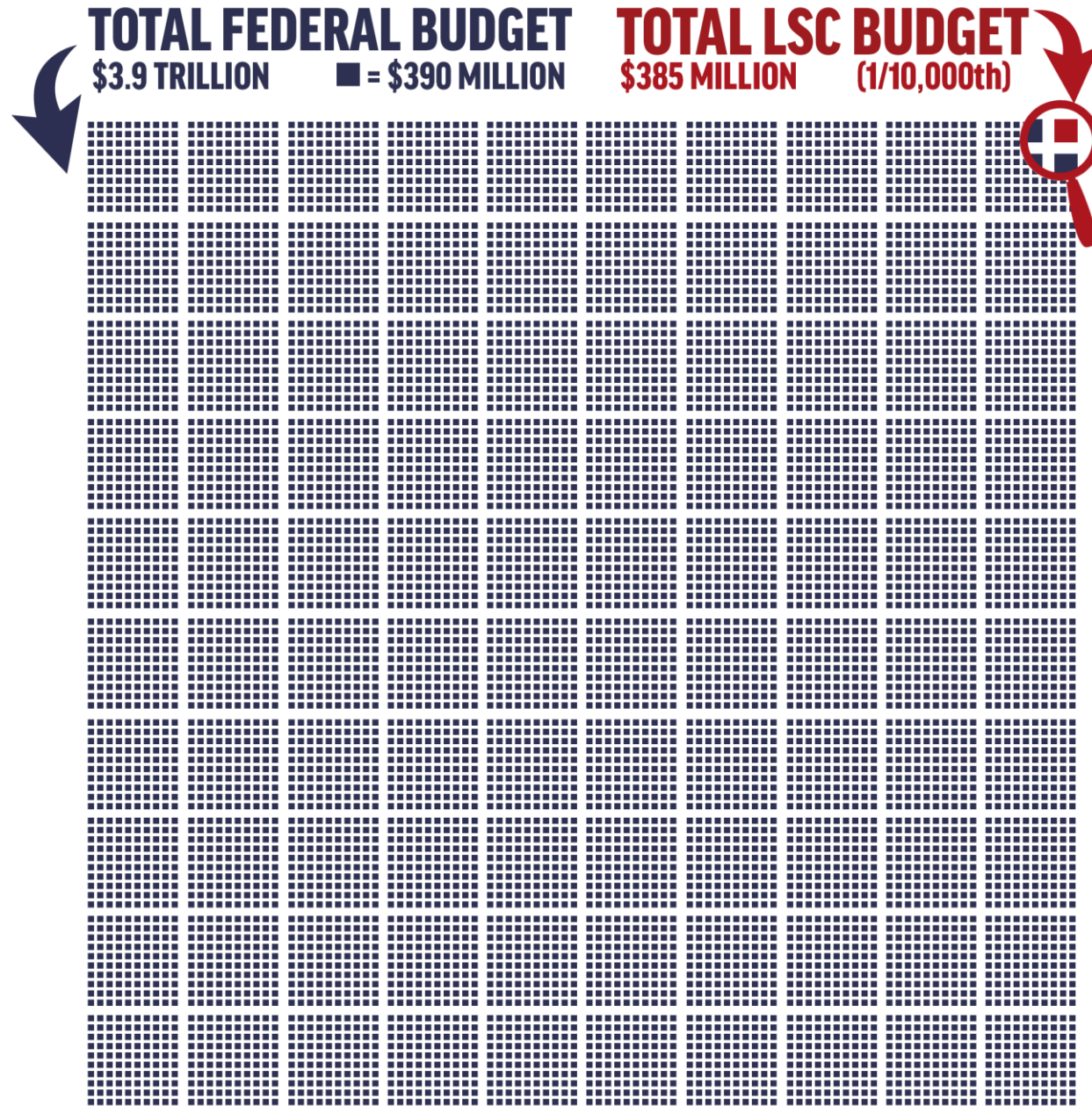
ADVOCATE
FATIGUE



BUDGET
CONSTRAINTS

 **SMALL
PRO**

 **ADV
FA**



 **TITION**

**GET
RAINTS**

LEGAL SERVICES CORPORATION IS UNDER ATTACK



Tell Congress that you will
FIGHT FOR LEGAL AID!

www.DefendLegalAid.org

LEGAL AID DEFENDER
I WILL FIGHT FOR THE LEGAL SERVICES CORPORATION



Heather Collins
Glastonbury, CT
District: CT-01

PERSONAL MESSAGE:

Legal Services Corp. provides critical assistance to states to ensure that legal aid is available to our most marginalized, at-risk citizens: elders who can't get social security; disabled kids who need special ed. services; working poor folks who are stiffed by their employers; abused women and children. Eliminating legal aid will literally ensure that people die, go hungry, lose their homes.



Tell Congress that you will
DEFEND LEGAL AID!

SOCIAL MEDIA

TARGETING GROUPS BY ISSUE AND INTEREST AREA

LSC IS BEING TARGETED FOR
ELIMINATION

**LEGAL AID
DEFENDER**

Tell Congress that you will
FIGHT FOR LSC!

www.DefendLegalAid.org



Tell Congress that
ACCESS TO JUSTICE IS NOT ONLY
FOR THOSE WHO CAN AFFORD IT.

**LEGAL AID
DEFENDER**

www.DefendLegalAid.org

REUTERS: "TRUMP BUDGET WOULD DEFUND
LEGAL SERVICES CORPORATION"

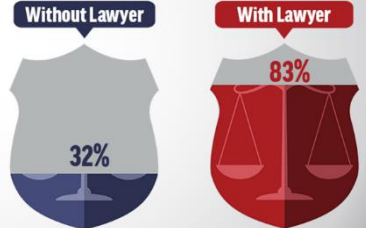
Become a...
**LEGAL AID
DEFENDER**

Tell Congress that you will
FIGHT FOR LSC!

www.DefendLegalAid.org

WE NEED LEGAL AID TO HELP COMBAT
DOMESTIC VIOLENCE

Chances that a victim of domestic violence
will obtain a restraining order:



**ELIMINATING LEGAL AID
HURTS OUR VETERANS**

★ **1.9 MILLION VETERANS** ★
ARE ELIGIBLE FOR LEGAL AID SERVICES

Become a...
**LEGAL AID
DEFENDER**

Tell Congress that you will
FIGHT FOR LSC!
www.DefendLegalAid.org

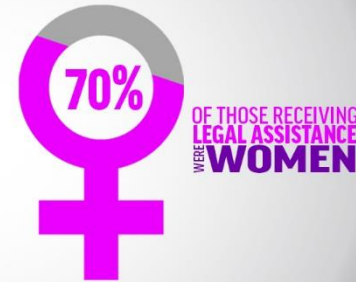
REUTERS: "TRUMP BUDGET WOULD DEFUND
LEGAL SERVICES CORPORATION"

Become a...
**LEGAL AID
DEFENDER**

Tell Congress that you will
FIGHT FOR LSC!

www.DefendLegalAid.org

ELIMINATING LEGAL AID HURTS WOMEN



**LEGAL SERVICES CORPORATION
IS UNDER ATTACK**

**LEGAL AID
DEFENDER**

Tell Congress that you will
FIGHT FOR LSC!

www.DefendLegalAid.org

**LEGAL AID JOBS
IN DANGER!**

LEGAL SERVICES CORPORATION FUNDS
THOUSANDS
OF LEGAL AID JOBS

**LEGAL SERVICES CORPORATION
IS UNDER ATTACK**

**LEGAL AID
DEFENDER**

Will you let the President & Congress
**ELIMINATE THE LEGAL SERVICES
CORPORATION?**

www.DefendLegalAid.org



**ELIMINATING LEGAL AID HURTS
FAMILIES AND CHILDREN**

Tell Congress that you will
**FIGHT FOR THE LEGAL SERVICES
CORPORATION?**

Become a...
**LEGAL AID
DEFENDER**

www.DefendLegalAid.org



**LEGAL SERVICES CORPORATION
IS UNDER ATTACK**

**LEGAL AID
DEFENDER**

Tell Congress that you will
FIGHT FOR LSC!

www.DefendLegalAid.org

**LAW SCHOOL WITH MOST
DEFENDERS**



More than
20,000
DEFENDER CARDS
DELIVERED TO CONGRESS



Rep. Andre Carson (D-IN)



"The Congressman went through all the cards while we talked. He thought it was a great piece of advocacy."

Sen. Maria Cantwell (D-WA)



"Sen. Cantwell absolutely loved them. Spent a lot of time reading through."

Rep. Jason Chaffetz (R-UT)



"They were well received and Rep. Chaffetz appreciated that they were actually from constituents."

Rep. Denny Heck (D-WA)



"Rep. Heck knew several people that filled out cards. Thought they were a great advocacy tool."

Sen. Marco Rubio (R-FL)

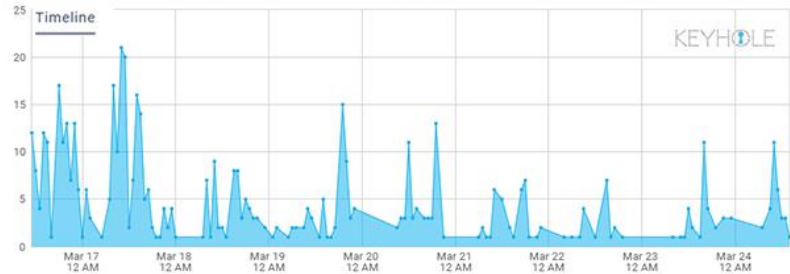


"Senator Rubio loved the cards and said that he was going to steal the idea for himself."

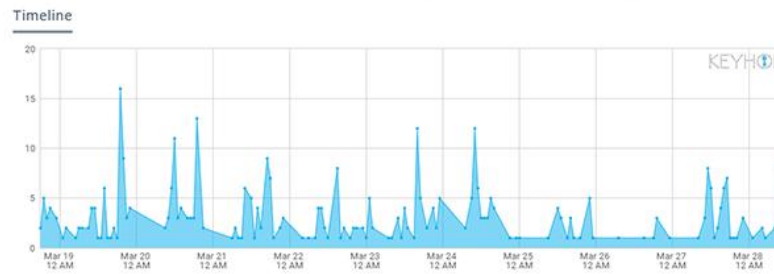
METRICS

MEASURING DEFENDER SUCCESS

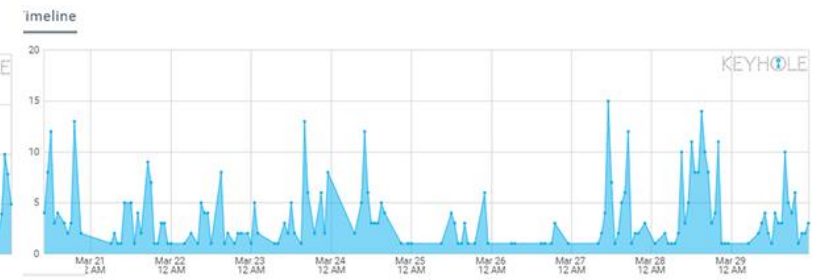
548 POSTS
384 USERS
657,634 REACH
1,944,900 IMPRESSIONS



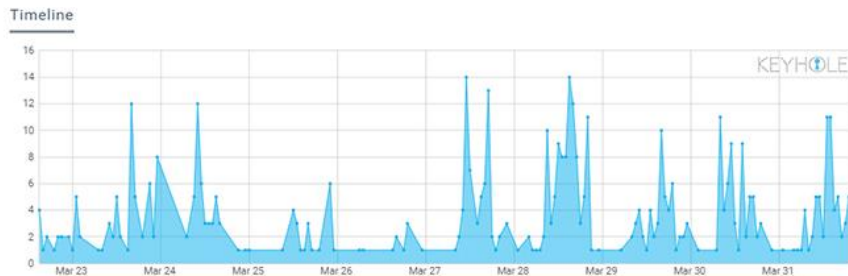
421 POSTS
262 USERS
482,134 REACH
1,679,739 IMPRESSIONS



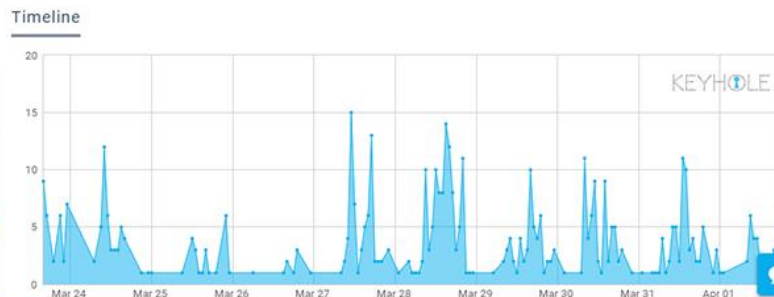
500 POSTS
303 USERS
527,903 REACH
2,042,897 IMPRESSIONS



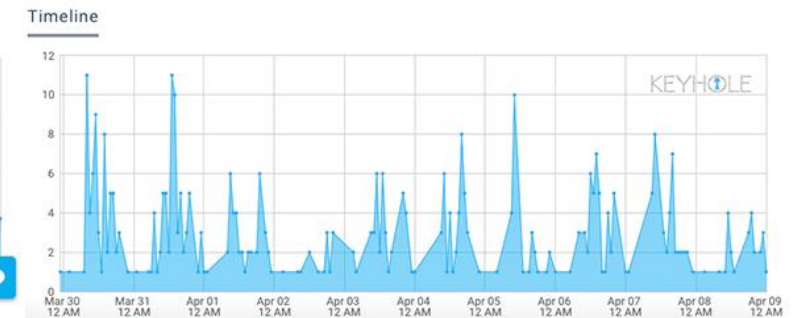
500 POSTS
316 USERS
573,587 REACH
1,707,748 IMPRESSIONS



500 POSTS
539,578 REACH
313 USERS
1,518,696 IMPRESSIONS



400 POSTS
437,937 REACH
232 USERS
1,245,787 IMPRESSIONS



Innovations in Public Affairs: 2018 Award Winners

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