

USE OF GRASSROOTS IN ADVOCACY

Owen Caine

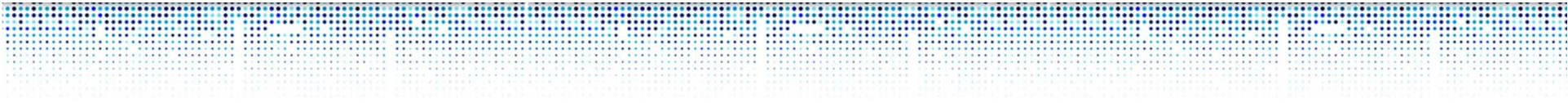
Executive Vice President of Government
Relations and Public Policy, CSPA



CONSUMER SPECIALTY PRODUCTS ASSOCIATION

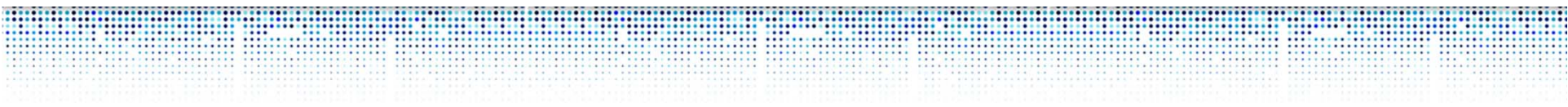
CSPA

- Representing Household and Institutional Chemical Products
- 250 member companies (manufacturers, suppliers and distributors)
- Government relations department:
 - Federal Team (Legislative, Executive and Regulatory)
 - State Team (50 state coverage, DC and territories, 8 in-state lobbyists, state memberships)
 - International (coordination and communication)



PERSONAL BACKGROUND

- Multiple Political Campaigns in different parts of the country
- Serlin Haley LLP – Boston, MA
- Senate Homeland Security Committee – Washington, DC
- House Education and Workforce Committee – Washington, DC
- Consumer Specialty Products Association – Washington, DC
- Toy Association – Washington, DC
- Consumer Specialty Products Association – Washington, DC

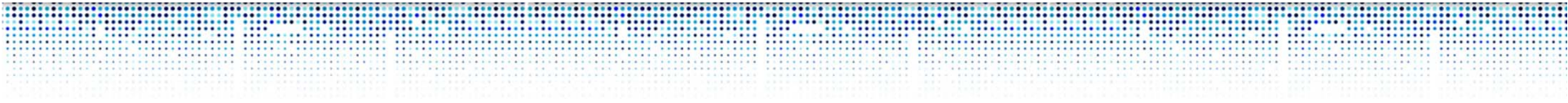


WHAT IS GRASSROOTS IN ADVOCACY?

- Multiple definitions
- “The most basic level of activity or organization”
- Fundamentally - having other people supplement your advocacy efforts by sharing their opinions.
- Used at every level of government. Federal, state and local.

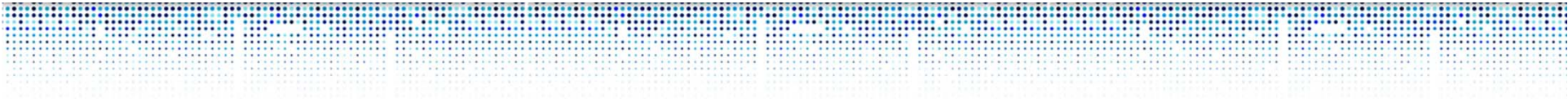
IMPLEMENTATION – WHERE TO START

- What is your scope:
 - Federal, State, Local
- What data do you have:
 - Employees, Members, Service Providers, Local Facilities
- How can you contact them:
 - Email, Phone, Mail, Facebook, Twitter, Social Media
- *The earlier you start, the better you will be.
Don't wait till there is an emergency!*



FOUR METHODS OF GRASSROOTS ADVOCACY

- Internal
- Internal Plus
- External
- Digital



INTERNAL

- Utilize the people/members that you have immediate access to:
 - Association members
 - Employees
- Example: CSPA members letters and phone calls to legislative members.
- Low complexity, low coordination, common practice, low cost

INTERNAL PLUS

- Who do you have easy and reliable communication with that will agree with you on key issues:
 - Franchises
 - Facility employees
 - Service Providers
- Example: CSPA lawn care company's service providers attending town council voted in Maryland.
- Moderate complexity, moderate coordination, low cost

EXTERNAL

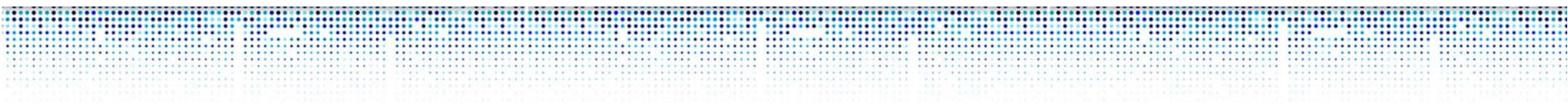
- Who do you have indirect contact with:
 - Direct Customers
 - Customers of Service Providers
 - Family of all the above
- Example: Toy Association removes toys from Happy Meals in Albany, NY.
#NoChristmasinAlbany
- Moderate Complexity, High Coordination, moderate cost

DIGITAL

- Who can you get access to without ever having direct contact:
 - Literally anyone (thank god for the internet)
- Example: Toy Association building a New York Database with use of social media contact and demographic information match to voter rolls. (5 Corners Strategies)
- High complexity, high communication, high cost

INTERNAL OR EXTERNAL GRASSROOTS PROVIDERS

- Internal:
 - Depending on complexity it can take many work hours.
 - Example: Toy Association's 1200+ members
 - May require dedicated staff.
 - Can get very expensive to get the staff with the technical skills needed.
- External:
 - Many more options
 - Email Management Services
 - Digital Tracking
 - Digital advertisements on social media
 - Professional skill set
 - Requires money



GRASSROOTS AND ADVOCACY

- Grassroots work at any level does NOT replace advocacy it supplements it.
- Consider grassroots communication a spigot and government relations professionals the regulator.
- Not enough gives no benefit.
- Too much just makes people unhappy.
- This is true in both directions
- Example: Pre-collect emails to legislators and only send as many as need in New York.

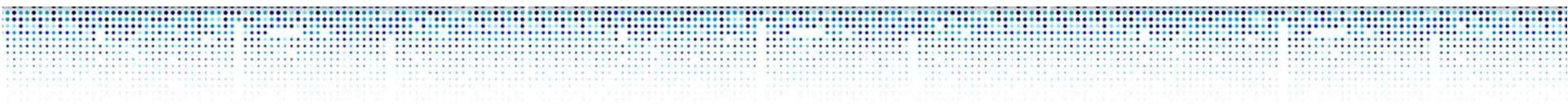
DATA IS KEY

- All data points need to be
 - Collected
 - Safely stored
 - Kept up to date
 - Closely guarded
- Bad or slow contact methods do you no good.
- Too much communication to your contacts = unsubscribe.
- Example: I was actually sent a email from a member saying only “Unsubscribe”.



FINAL THOUGHTS

- Everyone can do this.
- Everyone should be doing in.
- The earlier you start, the better (and cheaper) it is.
- It takes time, money and coordination.
- Protect your data



THANK YOU – QUESTIONS?

Owen Caine

OCAINE@CSPA.ORG