

Grassroots Advocacy

Inspire passion and make a difference!



Grassroots: organizing a group of people towards a unified goal











Tell Your Senators: Garland is Bad for Small Business

Write a letter to your Senators to share why Judge Garland's nomination to the Supreme Court is bad for small business.



To learn more, please visit www.nfib.com/justiceforsmallbiz

Compose Your Message

Recipients

US Senators

Guidelines

Please personalize your letter with information about you and your business. Alternative messages can be seen by clicking "Switch Message" below.

Message

Subject

Garland Supreme Court Nomination

Body

Running a small business isn't easy. I have to think about my customers, my employees, and my competitors. But increasingly, I also have to worry about government bureaucrats peering over my shoulder and questioning every move.

As a member of the <u>National Federation of Independent Business</u>, I'm standing with other small business owners across the country to oppose President Obama's nominee to the Supreme Court, Merrick Garland.

Garland sides with government regulators practically every time someone questions the legality or constitutionality of new red tape. NFIB research shows that he votes against business 90 percent of the time. He would almost certainly approve administrative power grabs proposed by both this President and future White House occupants.

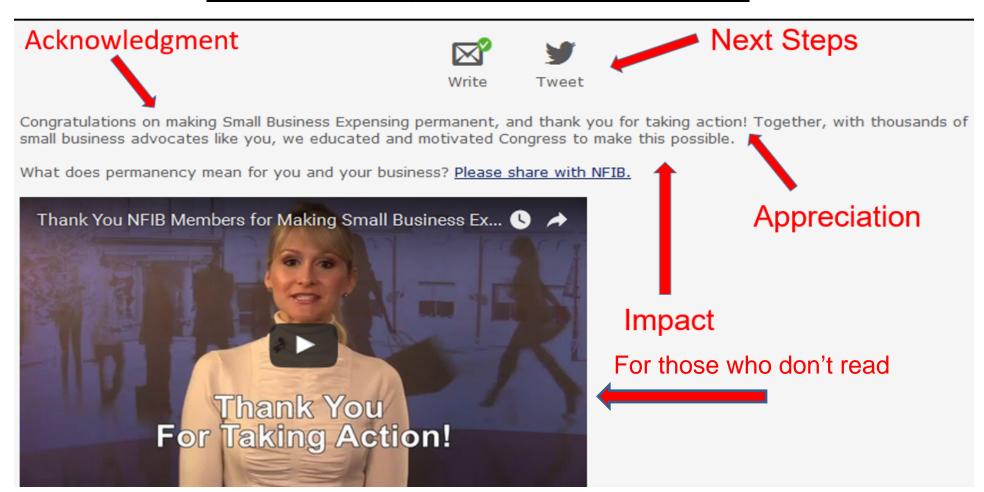
He approves the rules, but he never has to truly deal with the consequences. It's small business owners who have to make sense of the paperwork and pay the fines and fees. We need someone on the Supreme Court who will understand that regulators aren't always right.

....

Remaining: 8,964

Switch Message

Ban the boring "thank you" message







On October 9th, the federal 6th Circuit Court of Appeals' blocked the Waters of the U.S. rule from taking effect nationally.



The Court has blocked implementation of the WOTUS rule in every state until the U.S. Supreme Court resolves the issue.

NFIB continues to fight for small business owners and will keep members posted on our WOTUS lawsuit and new developments. To read NFIB's press release, <u>click here</u>. To learn more about NFIB's efforts to fight the rule, visit <u>NFIB.com/waters</u>.

This issue isn't over. If you have been contacted by the EPA or have concerns about the rule, please share your story.

Questions, comments or concerns? Contact us at grassroots@nfib.org

Provide follow-ups and updates to keep issue activists engaged and informed









©CBS NEWS



THE WALL STREET JOURNAL.





The New York Times

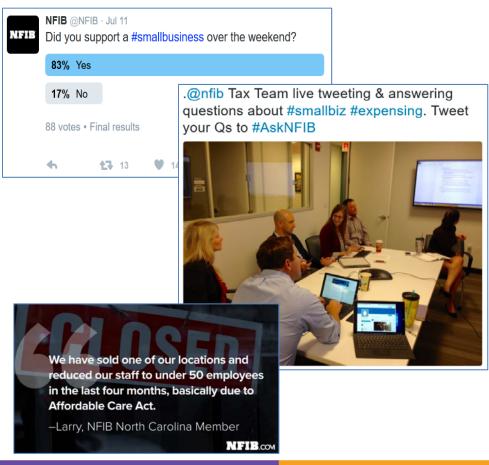




















Business Champion Survey



Section 4. As the NFIB works to advocate on behalf of small business, which of the following are ways in which you'd be willing to get involved:

- ☐ Attend a NFIB event
- ☐ Host a NFIB event at my business
- ☐ Contact my representatives
- ☐ Testify before a legislative committee
- ☐ Share how laws and regulations affect my business with NFIB
- ☐ Submit a letter to the editor drafted with the help of NFIB
- ☐ Work with NFIB to speak with the media
- ☐ Speak on camera about an issue for an NFIB produced video
- Serve on an issue advisory committee to assist NFIB staff in evaluating legislation
- ☐ Encouraging youth entrepreneurship by helping with the YEF program
- ☐ None of the above









NFIB Member Quotes

- I have never been politically inclined, however, I am very interested in learning about how such issues affect my business and what I can do to help myself, my employees, and other small business owners.
- I love being partners with NFIB.
- We're grateful there is a group that stands for the small businesses.
- Thank you for your continuous daily fight for small businesses. You are very essential to us in the times we are facing. Your support is appreciated.









Help shape policy this Congress by sharing your thoughts on key issues.

NFIB values your feedback and would like to hear how taxes, healthcare and/or regulations impact your business. These very brief surveys will only take a moment of your time. You can contribute to one survey, or complete all three. Thank you for sharing with us.

Share Your Story: Tax Policy

Share Your Story: Healthcare Reform

Share Your Story: Federal Regulations









How to Find Stories

- 1. Ask
- 2. Review submissions 5. Thank You
- 3. Follow-up

- 4. Expand / Repurpose
- 6. Keep engaged



Ask to Advocate

NFIB had an opportunity to have a member attend a White House meeting & testify Member invited staff to tour his business & was videotaped explaining harmful impact of issue

Video was shared internally for broader use

Created an action alert encouraging members to submit comments to the White House

Grassroots shared intel with internal departments.

As thanks for being a witness, state team invited member to local event

Grassroots used **testimonial video** to encourage more advocates to share their story

Sent a **targeted alert** to members who completed our advocacy survey, indicating their willing to testify Reviewed customized comments and called leads to gage their potential to serve as a witness & attend White House meeting

Member is now familiar with issue and is go-to for requests

Issue Campaign

Email Congress
Letter to the Editor
Petitions
Media Interviews
Social Media
Videos
Webinar
Handouts
NFIB in the News
FAQs





































9,000+ petitions!











Thank you!



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