



The slide features a header with the Indy Chamber logo on the left, which consists of a dark blue circle with a yellow star and the text "INDY CHAMBER". To the right of the logo, the text "Public Affairs Council" is displayed in a large, bold, dark blue font. Below this, the subtitle "Political and Grassroots Strategies" is written in a smaller, grey font. In the bottom right corner, there is a smaller version of the Indy Chamber logo.

Public Affairs Council

Political and Grassroots Strategies



The slide is titled "OVERVIEW" in a white, bold font inside a red rounded rectangle in the top right corner. Below the title, there are two large yellow-outlined circles. The left circle is titled "What we will cover" and contains a bulleted list of four items. The right circle is titled "What we will NOT cover" and contains a bulleted list of two items. The Indy Chamber logo is located in the bottom right corner of the slide.

OVERVIEW

What we will cover

- **Why** you should be politically engaged
- **Where** to engage and the levels of engagement
- **How** to engage and when is the appropriate time
- **With whom** should you engage

What we will NOT cover

- Fundraising strategies
- Legal compliance



WHY YOU SHOULD BE POLITICALLY ENGAGED

If you're not at the table, you're on the menu.

To enhance advocacy efforts and/or impact a catalytic event or issue



**INDY
WELCOMES
ALL.**

Indiana Religious Freedom
Restoration Act



**TRANSIT
DRIVES
INDY.**

Marion County Transit Plan



Indianapolis Public School
Report

To engage with

MEMBERS

LEADERSHIP

CUSTOMERS

EMPLOYEES

EMPLOYEES

CLIENTS

**INDY
CHAMBER**

YOU SHOULD BE ENGAGED WHERE

Get in where you fit in.

1. GO BACK TO WHY
MOTIVATION

2. WHERE WILL YOU
MAKE AN IMPACT

NATIONAL

::

STATE

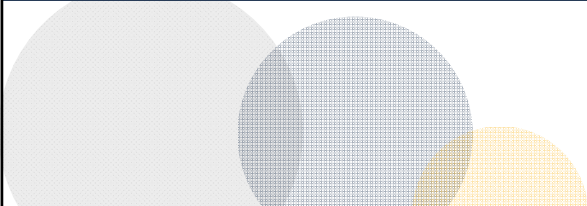
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LOCAL

::

HYPER-LOCAL


**INDY
CHAMBER**



HOW/WHEN

What is your goal?

GOAL	✓	✓	✓	✓
VISIBILITY	Generally contributions only	Support for: friends, customers, clients, associations, partners and candidates		
INFLUENCE & ADVOCACY	Contributions	Endorsements: Interviews/dynamic scoring	Independent & Coordinated Activities: Advertising, polling, fundraising	Recruiting, training and funding candidates



Primaries, Parties, Leadership & Caucuses

TO/WITH WHOM

5 R's of Effective Advocacy

Relay the Right Message

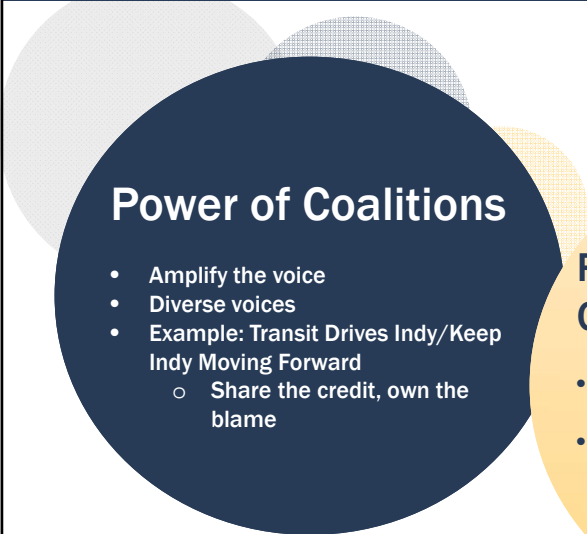
From the Right Person

To the Right Audience

At the Right Time

In the Right Manner






TO/WITH WHOM CONTINUED

Power of Coalitions

- Amplify the voice
- Diverse voices
- Example: Transit Drives Indy/Keep Indy Moving Forward
 - Share the credit, own the blame

Role of Associations & Chambers of Commerce

- Unified voice
 - Political cover
- Big picture
 - Engage in Systemic Issues not immediately tied to bottom line
 - Be at the Table



QUESTIONS?

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