

# Grassroots Advocacy in the OK Corral

What Works & What Doesn't in a Post-  
Trump World



# Lessons from the Trump Campaign

- **Digital played a “Bigly” role:**
  - 50 percent of the Trump campaign’s ad spend was on digital – the largest percentage ever.
  - Part of the value in digital media advertising is that the Trump campaign could keep their digital ad buys under the radar, which made it harder for the Clinton campaign to respond. “The media had no idea unless I told them. That’s the beauty of Facebook.” Trump digital director Brad Parscale said.
  - They used these ads to find people, raise money and get around the media putting their message directly to voters.
  - Lesson: Organizations can and should be increasing their emphasis on digital, building networks that can help amplify key messages and yield real results.

# Lessons from the Trump Campaign

- **Authenticity is more important than ever.**
  - One lesson organizations and businesses can take from this election cycle is the value of authenticity and voice. President Obama's authentic, non-corporate voice drew supporters to him, and Trump took the no-filter persona to new heights, especially through his rapid-fire use of digital media.
  - Bernie Sanders also saw tremendous success on social media by maintaining a voice true to who he was: a somewhat frazzled, grumpy old man with big ideas for the country. Former Rep. John Dingell has also built an outsized social media presence by maintaining an authentic voice.
  - Lesson: organizations and companies must strategically consider what they want their voice to be, how to carry that voice across multiple platforms, and ultimately, how to leverage that voice to engage supporters who will take action.

# Lessons from the Trump Campaign

- **Go directly to your audience.**

- While fake news is a ... real problem (new data from the Pew Research Center says nearly 25 percent of Americans have shared a fake news story on social media), the biggest trend rocking the media is the way the people they cover can reach audiences without going through their news filter.
- Trump often went around the media directly to his audience (and still does!), with his Twitter account, videos and rallies.
- The perceived authenticity of Trump and his consistent/resounding voice, as amplified across digital platforms directly to his supporters, was key to the campaign's ability to motivate and mobilize an audience.

# Lessons from the Trump Campaign

- **Translating Trump: How Populism is Fueling Other Grassroots Campaigns**
  - DISCLAIMER: Trump's celebrity status gave him a unique starting point as a candidate. His combination of personality, celebrity, message will be difficult for others to replicate, and when combined with voter malcontent, he caught lightning in a bottle.
  - Corporations and even advocates will need to be careful when trying to replicate Trump campaign tactics, especially because, as the Trump experience underscores, perceived authenticity is paramount.
  - Still, this moment in time presents opportunities for grassroots campaigns to also ride the populist groundswell using digital media.

# Top Trends in Grassroots Advocacy for 2017

- Text messaging: Email is still effective, but using email in combination with text messaging programs makes an even better recipe for driving effective advocacy.
  - Services like Phone2Action help unite advocates around an issue and connect them with elected officials and civic programs – whether through social media, phone calls or email.
  - Paramount to the success of services like Phone2Action are text messaging programs, which prompt registered users to opt-into text messages and then reach out to them with specific asks.
  - Text messaging programs are especially handy for mobilizing advocates to call elected officials. As The New York Times recently reported, phoning (not emailing) legislators is the most effective way to make our voices heard.

# Top Trends in Grassroots Advocacy for 2017

- **Live video: Reach your networks directly and authentically.**
  - From Periscope to Facebook Live, more platforms are making it easy to share stories in real-time with live video. These are great tools for advocacy because they add to your campaign's authenticity.
- **Digital advertising trumps earned media in mobilizing action, especially among millennials.**
  - Millennials are now the largest generation in the labor force – currently more than 3 million join each year (source: Pew Research Center). 88 percent of millennials say they “sometimes” or “never” trust the press, yet over half trust digital advertising (sources: Harvard University Institute of Politics; Nielsen).


# Corporate / Policy Case Studies



# Digital Campaigns

Digital campaigns amplify messaging and rally constituents to contact their lawmakers. During a critical week in Massachusetts, Patients for Prescription Access in MA generated over 300 emails to legislators, asking for the bill to advance out of committee.

Legislators in KY received 134 emails from people asking for their support with legislation to cap out-of-pocket costs for prescription drugs, all engaged through the social media campaign, Cap the Copay KY. Additionally, during this same time period, more than 700 new people joined the Facebook campaign.

 Illinois CAAM @IllinoisCAAM · Mar 21  
Chronic illness patients need relief. Follow us on Facebook to help us  
#CaptheCoPay: on.fb.me/1p81ysi

**INSURER PRACTICES  
THREATEN TO PUT  
MEDICATIONS OUT  
OF REACH**

Many medications can cost as little as a few cents each month, but with chronic illnesses to pay hundreds of dollars each month.

**Cap The Copay KY**  
March 24 at 12:52pm · 

Senate Bill 268 and House Bill 321 will ensure Kentuckians have more options to find a health plan that meets their needs.  
Tell Senator Buford and Representative Key to push for hearings on these bills to #CaptheCoPay in 2016: <http://www.capthecopyky.org/take-action/#kyga16>




**6 DAYS LEFT**

There are only 6 days left to push for Cap the Copay hearings this session!

CONTACT YOUR LEGISLATORS AT:  
[capthecopyky.org/take-action](http://capthecopyky.org/take-action)

**SPEAKING  
OUT FOR  
CURES**



**Patients for Prescription Access**  
Published by Kira Nelson (P) · March 11 at 12:03pm · 

"I'm 25 years old, relatively healthy and if I got treated I could live a relatively healthy life," Nichole said.  
Nichole's insurance company has denied her coverage for a drug that could cure her Hepatitis C four times. Nichole has insurance and expected that the cost of her medicine would be covered. That's why we support SB 541. #RXAccessNow  
<http://patientsforprescriptionaccess.com/action-center/>...




**Action Center - Patients for Prescription Access**  
Patients for Prescription Access is a coalition of like minded patient advocate groups and individuals and who are committed to making access to affordable medications a reality for Massachusetts residents regardless of their medical condition.  
[PATIENTSFORPRESCRIPTIONACCESS.COM](http://PATIENTSFORPRESCRIPTIONACCESS.COM)

**Speaking Out for Cures**  
March 28 at 9:31pm · 

Join us! Speaking Out For Cures is a patient-driven organization devoted to ensuring patients have access to innovative medicines. In NY, there are several opportunities to get involved - tell us your story so we can help make an impact.

**Patients for Prescription Access**

**Patients for Prescription Access**  
Published by Kira Nelson (P) · March 10 at 11:55am · 

One in six American households—and one in four with incomes less than \$50,000—say they felt stress over how much they must spend on medical care. Join with Patients for Prescription Access to limit out of pocket costs for prescription medications. #RXAccessNow  
<http://patientsforprescriptionaccess.com/action-center/>...



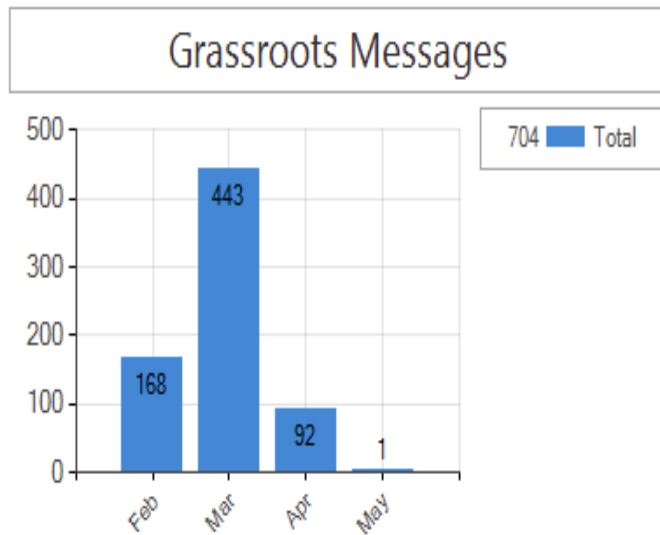
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# Detailed Monitoring, Segmentation and Engagement



Support Amendment 664 - Patient Access



Know exactly which elected officials have been sent emails and letters, track engagement to the smallest detail.

D'Emilia, Angelo	Representative	2
Day, Michael	Representative	1
Decker, Marjorie	Representative	7
DeCoste, David	Representative	2
DeLeo, Robert	Speaker	4
Dempsey, Brian	Representative	9

Know the Who, What, Where and  
When


# Engaging Content Improves Reach

**Impact Washington Health**  
Published by Laura Flores [?] · October 27 at 12:03pm · 🌐

Living with chronic conditions left Chanel burdened with "chronic debt" as she and her family struggle to meet her out-of-pocket expenses. "This will never end for me and will never end for my family."

The time to find a solution to skyrocketing health care costs for chronic conditions is now.

Chanel's Story



Chanel's Story

YOUTUBE.COM

Using video and social media to share stories.


Quickly connect with thousands of people and allow them to get engaged with the issue (5,000 people reached)



**Raising Awareness Around Metastatic Breast Cancer**  
Published by Anna Bella [?] · December 11, 2015 · 🌐

Beth Caldwell, 39, was diagnosed in March 2014 with Stage 4 [#metastatic](#) breast cancer that has spread to her brain, liver and bones. A year after her diagnosis, her mother, Colleen Stevens, was diagnosed with Stage 2a triple negative [#breastcancer](#).

Beth & Colleen continue to [#support](#) each other through treatment and the pain of watching a loved one suffer. Recently, the two sat down with [The Wall Street Journal](#) to share their inspiring, strong story: [bit.ly/11JKeme](#) [#ItsAboutTimeMBC](#)



5,003 people reached

303 Likes 48 Comments 31 Shares

Boost Post

# Conclusion

Digital is the new normal

Authenticity

Old School still works