

October 26, 2016

# **Keys to Building & Managing a Successful Grassroots Campaign**

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# AGENDA

1. About DDC
2. Shifts in Legislative Focus and Advocacy Programs
3. National Strategy At the State Level
4. Traditional vs. Modern Advocacy Programs
5. The Power of Communities



20 YEARS. 16+ COUNTRIES. 145+ EMPLOYEES. 300+ CLIENTS.

*The most experienced, trusted, and proven public affairs firm, mobilizing influencers to take action for the nation's top corporations and associations.*



## **POLITICS**

Strategies that win.



## **COMMUNICATIONS**

The right message.  
The right channels.



## **ADVOCACY**

Identify, educate, and mobilize  
the voices that matter.



## **TECHNOLOGY**

Access, insight, and flexibility.

**OmnicomGroup**  
DDC is a member of the Omnicom Family.

# LEGISLATIVE FOCUS SHIFTS TO THE STATES

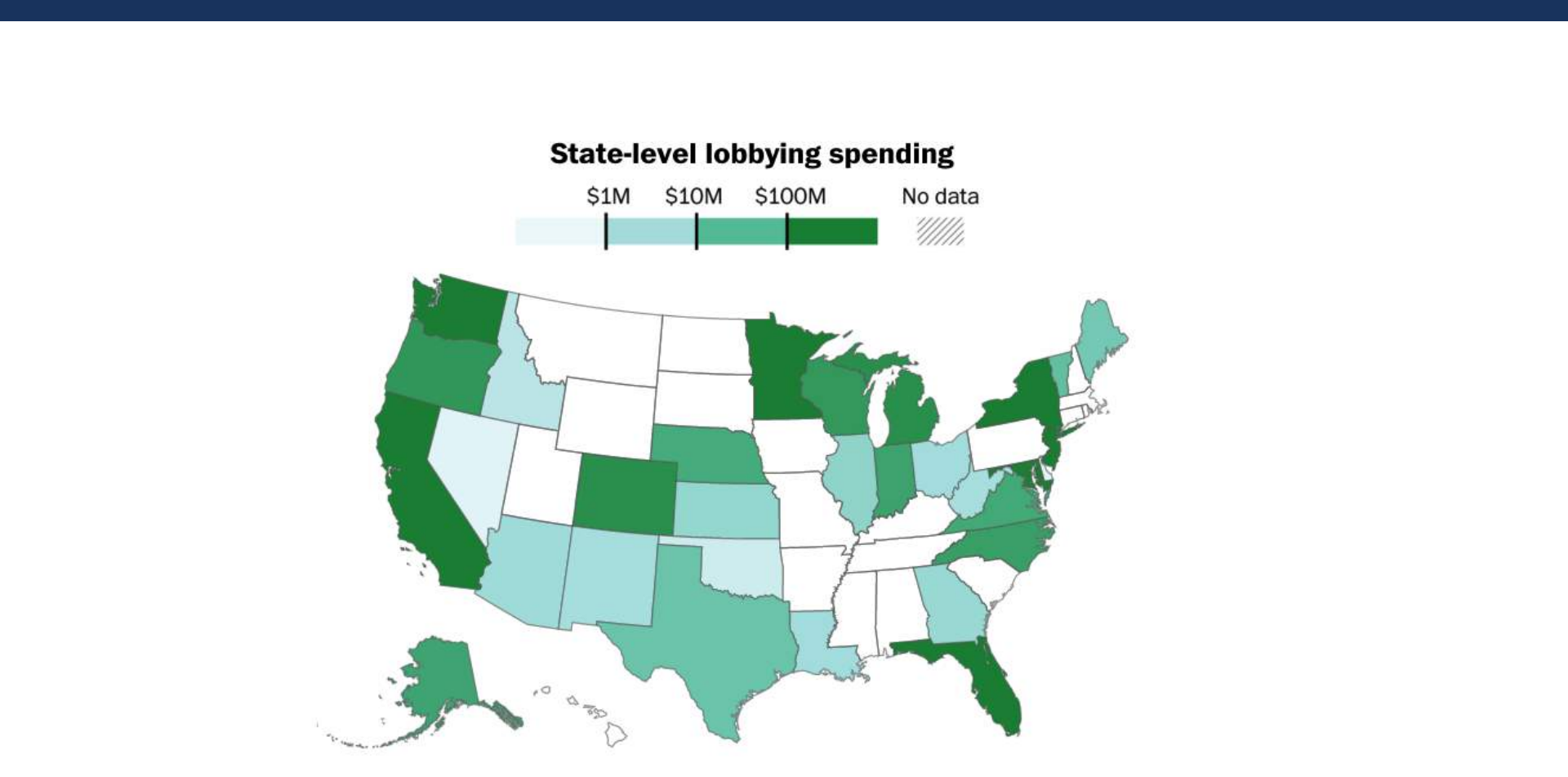
*In the last decade there has been a dramatic increase in state legislative activity do to:*

- Congressional gridlock
- Federal legislation dependent on state implementation (health care)
- Efforts to pass local bans or preemption (energy)
- State term limits means new lawmakers who need lots of education on policy and issue history
- Shifts in political control of state houses and administration – new lawmakers = lots of education efforts
- Recognition by some that a lack of legislative resources at the state, compared to federal legislative resources, can be exploited to their advantage



A map of the United States with a blue overlay and the text "LEGISLATIVE FOCUS SHIFTS TO THE STATES". The map shows the outlines of the states and some major cities. The text is in a bold, white, sans-serif font and is centered horizontally across the middle of the image. The blue overlay is a semi-transparent rectangle that covers the entire map.

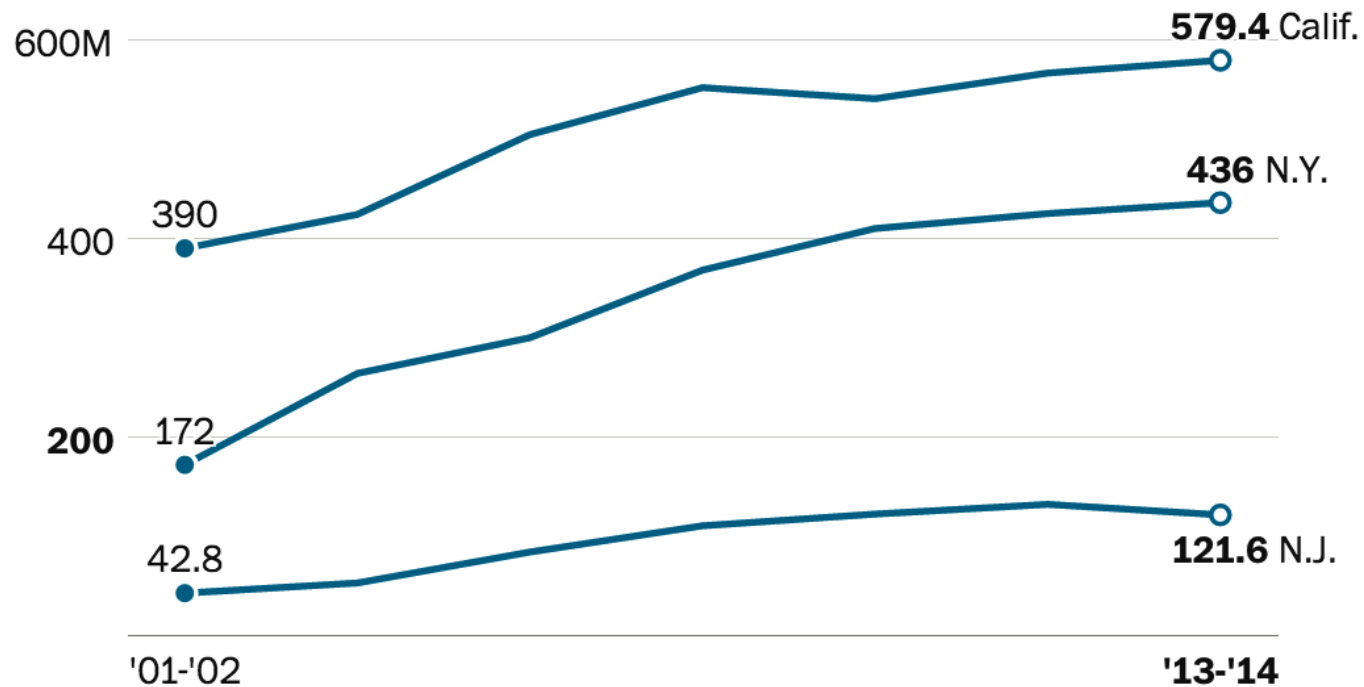
# LEGISLATIVE FOCUS SHIFTS TO THE STATES



# LOBBYING EXPENDITURES INCREASE

## Growth in state lobbying expenditures

Figures in millions of dollars



Source: State Offices

THE WASHINGTON POST

# INCREASED ACTIVITY = GREATER SOPHISTICATION

**VS.**

## **OLD MODEL:**

**Focus on Issues on a State by State basis  
Individual Relations & Volume**

## **NEW MODEL:**

**National Strategy Executed on a State by  
State Basis  
Creating & Mobilizing Communities**



# 1. NATIONAL STRATEGY EXECUTED AT THE STATE LEVEL



**Demonstrate momentum**



**Develop “model” legislation**



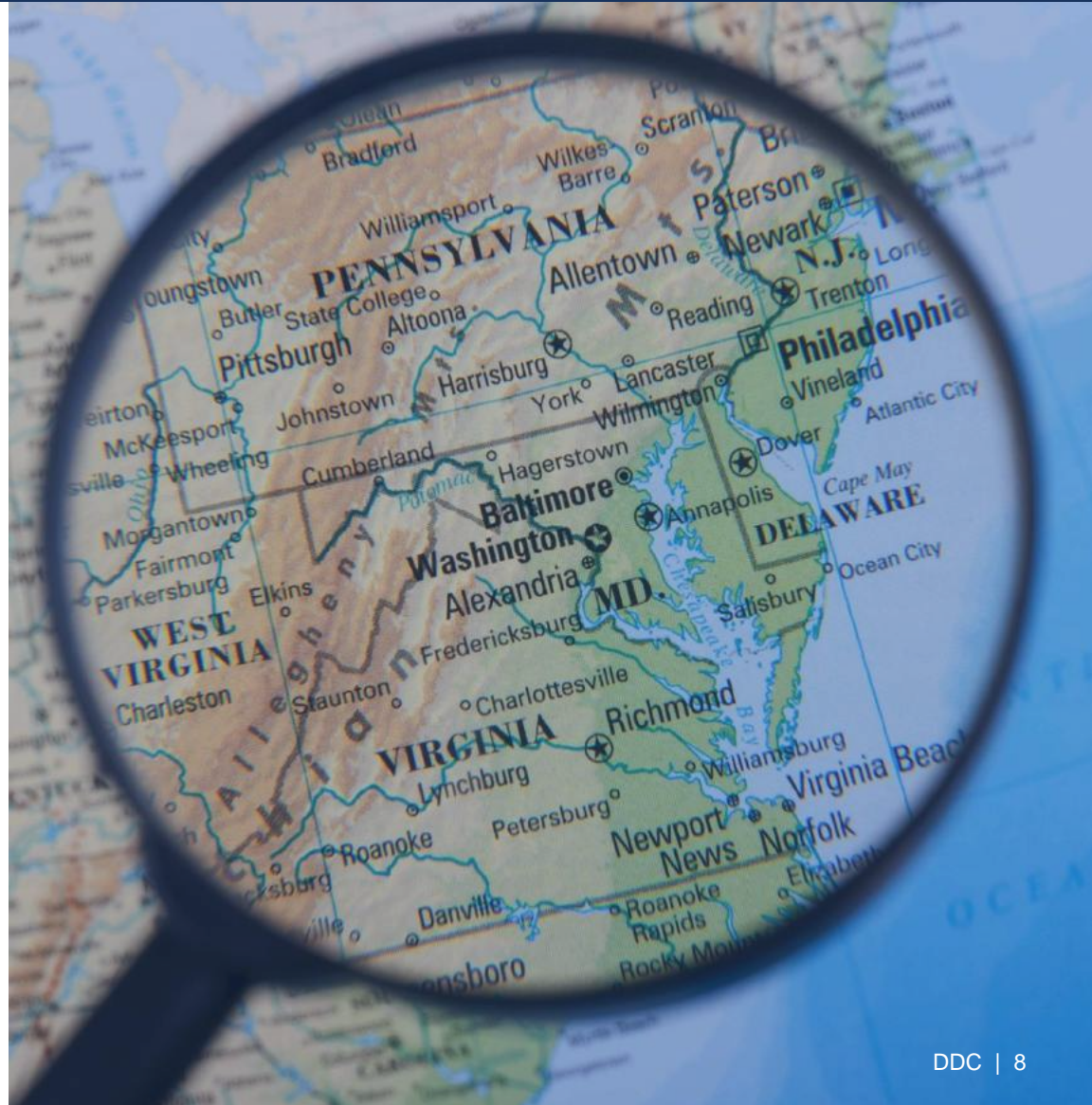
**Establish a national narrative defining the problem**



**Incorporate learnings from other states**



**Leverage resources**





# NATIONAL STRATEGY EXECUTED AT THE STATE LEVEL



CALIFORNIA



NEW YORK



WASHINGTON, DC



COLORADO



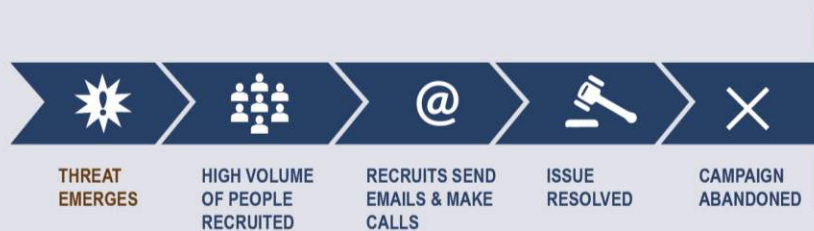
NEW JERSEY



ILLINOIS

## 2. CREATING & MOBILIZING COMMUNITIES

### TRADITIONAL



#### MAIN STRATEGY



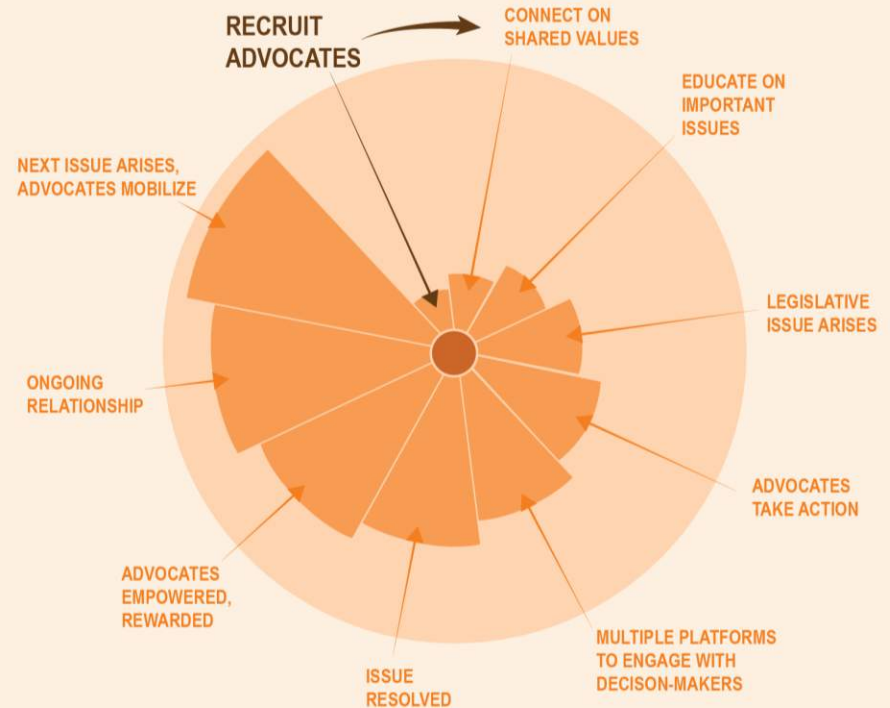
**HIGH VOLUME OF CALLS & EMAILS:**  
Decision-makers are blanketed by canned communications

#### ADVOCATE STRATEGY



**QUANTITY OVER QUALITY**

### MODERN



#### MAIN STRATEGY



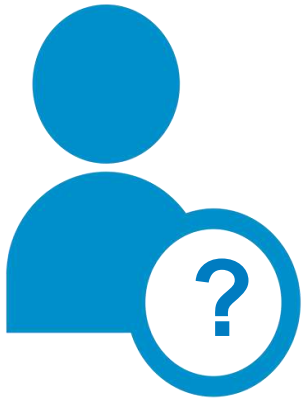
**EDUCATION & ENGAGEMENT:**  
Advocates gain ownership of issues on multiple fronts

#### ADVOCATE STRATEGY



**ADVOCATE EMPOWERMENT:**  
Advocates are people, not numbers in a database

# BUILDING A COMMUNITY



*Who Are Your Advocates*



*How Do We Reach Them*



*What Do We Say To Them*



# WHO ARE YOUR ADVOCATES?

Identify and Recruit Niche Audiences Who Care About Your Issues



## Demographics

WHO Advocates Are

Age  
Gender  
Household Income  
Profession / Title



## Behaviors

WHAT Advocates Do

Online Behavior  
Purchase Behavior  
Search Behavior



## Values

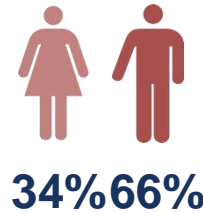
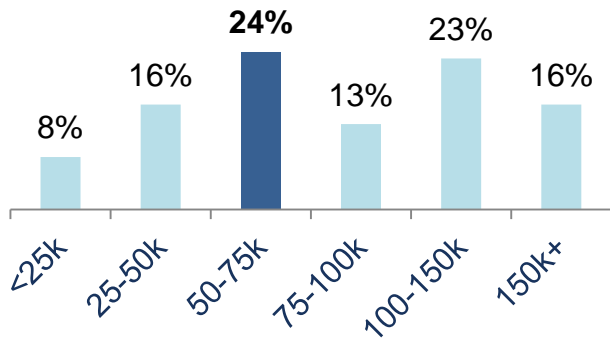
WHY Advocates Act

Attitudes  
Values  
Beliefs  
Interest Areas  
Levels of Engagement  
Policy Orientations  
Issues Positions

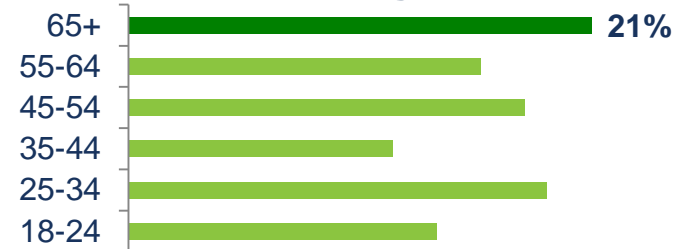
# WHO ARE YOUR ADVOCATES?

Consumers who have purchased wine in the last 6 months and engage in advocacy activities

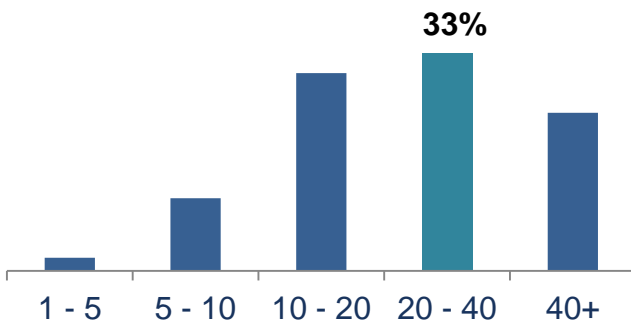
## Household Income



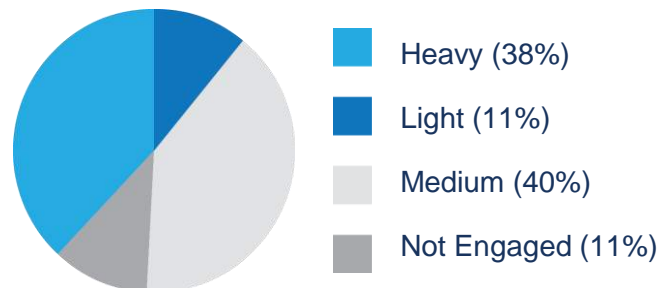
## Age



## Hours Online Each Week



## Social Media Engagement



# HOW DO WE REACH THEM?

## Audience Timeline

Reads the local newspaper, chats about the headlines over coffee with their spouse.

Calls a friend on the way to work to talk about last night's episode of Kitchen Nightmares. They definitely wouldn't eat at that place!

While checking work emails, takes time to visit ESPN.com and catch a snippet of SportsCenter

Stops at the drive-thru during lunch and grabs an extra drink for a co-worker. Listens to pop music on the way back.

Grabs a couple pizzas and heads home to catch the premiere of Billy the Exterminator on A&E.

Logs into Facebook on their laptop before shutting down for the night. Posts a hilarious YouTube video on the cinnamon challenge.



6:25 a.m.



8:15 a.m.



11:00 a.m.



12:30 p.m.



7:10 p.m.



12:00 a.m.



# WHAT DO WE SAY?

## Ongoing Communications



**Highly personalized content** tailored to advocate segments and what matters to them



**Regularly engage advocates** with new content and information



**Integrated** with other communications and activities or events.

# MOVE ADVOCATES UP THE ENGAGEMENT LADDER

SIGNIFICANT EFFORT

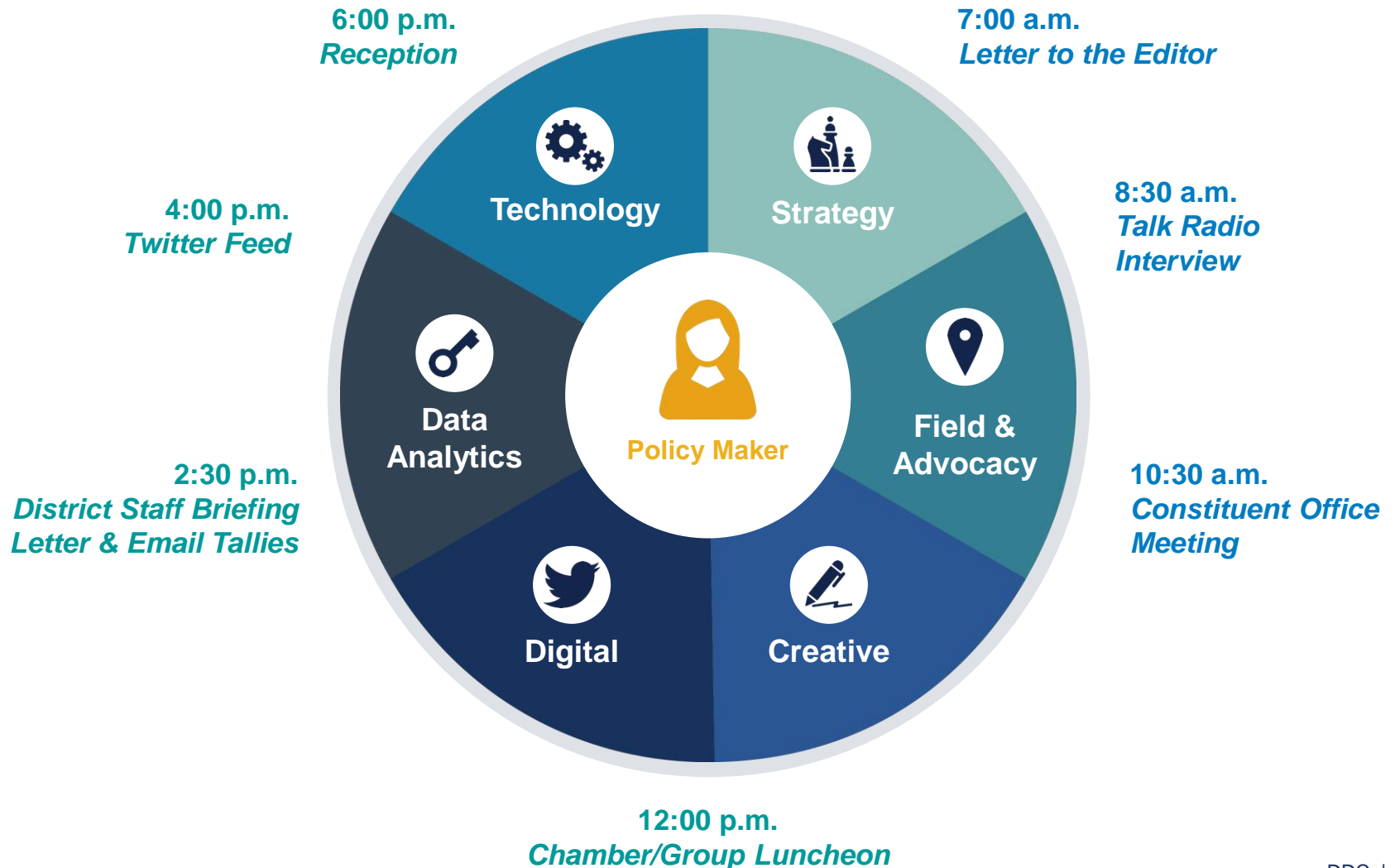
VERY ENGAGED & COMMITTED



MINIMAL EFFORT

LESS ENGAGED & COMMITTED

# MOBILIZE: MOVING POLICY MAKERS





# Questions & Discussion

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