

May 5, 2021



Public Affairs  
Council

**Webinar: Launching a Corporate Grassroots  
Program**

*Sponsored by Aristotle*

# Membership Benefits



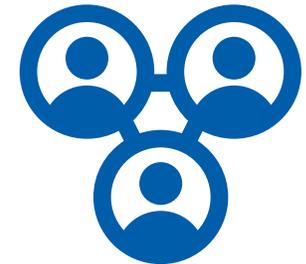
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## My Events

[Register Today!](#)  
 Workshop: How to Win Issue Advocacy Using Ballot Measure Campaigns  
 July 10, 2019 | [Agenda Registration](#)

[Register Today!](#)  
 Workshop: Compliance Workshop: Prior Approval and Association PAC Compliance  
 July 16, 2019 | [Agenda Registration](#)

	Event Name	Event Start Date
Upcoming Events	<a href="#">2019 Networking Evening, Brussels Office</a>	07/09/2019
	<a href="#">2019 Workshop: Speechwriting and Public Speaking</a>	07/10/2019
	<a href="#">2019 Roundtable: How to Work with the new European Parliament</a>	07/10/2019
	<a href="#">2019 Workshop: How to Win Issue Advocacy Using Ballot Measure Campaigns</a>	07/10/2019
	<a href="#">2019 Compliance Workshop: Prior Approval and Association PAC Compliance</a>	07/16/2019

[SEE FULL LIST OF EVENTS](#)

## My Profile

Membership Status: Active  
 Paid through: 06/30/2017

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# COUNCIL CONNECT

Where public affairs pros learn, share and CONNECT

### LATEST DISCUSSIONS

 **RE: INTERNAL GOVERNMENT RELATIONS UPDATE EMAILS**  
 BY: [KELLY MEMPHIS](#), YESTERDAY

POSTED IN: [STATE GOVERNMENT RELATIONS NETWORK](#)

Hi Sonji, These are excellent! Thank you for sharing, exactly the type of example I needed. I especially like the title "Washington Wire" title. Best regards, Kelly -----  
 ----- Kelly Memphis Sr Mgr, Gov't Relations & Stakeholder ...

### POLLS

[REMOVE POLL](#) [VIEW REPORT](#)

HOW HAVE CHANGES TO DIGITAL AD POLICIES IMPACTED YOUR ADVOCACY STRATEGY?

Significantly  
 Slightly  
 No change

[SAVE](#)

### USEFUL RESOURCES [ADD](#)

 **RE: INTERNAL GOVERNMENT RELATIONS UPDATE EMAILS**  
 BY: [SONJI WILKES](#), 3 DAYS AGO

POSTED IN: [STATE GOVERNMENT RELATIONS NETWORK](#)

Hi Kelly- While not exactly internal (these emails go out to our entire mailing list, including our staff and state-based organization staff), here are two examples of how we keep our community informed of our policy and advocacy efforts: Monthly ...

1 person recommends this



**Thank You to Our Sponsor!**

**A R I S T O T L E**

# Presenters:



- Areas of Focus:
  - Digital Advocacy
  - Communications and Storytelling
- Previously managed grassroots and digital at the *American Dental Association*
- Former communications staffer for a Member of Congress, and several state legislators

# Today's Agenda

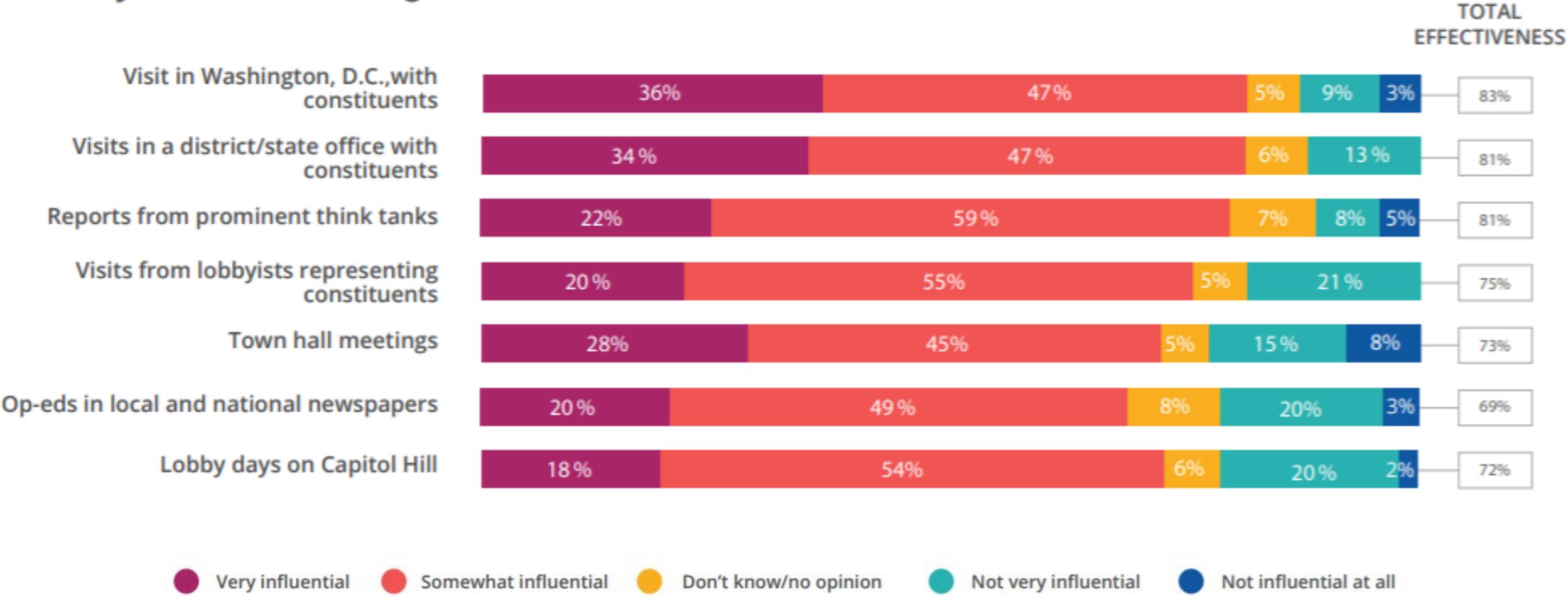
- Why Grassroots
- Types of Grassroots Programs
- Best Practices for Launching Your Program
- Case Study and Program Overview
- Q &A

# Why Grassroots?

## Corporate Grassroots is becoming one of the most powerful advocacy tools:

- 92% of the Fortune 100 have a PAC and over 75% of the Fortune 500, however grassroots lags in adoption
- Provides an avenue to explain public affairs, government affairs and the intersection of government and your business to your employees
- Brings lawmakers to the table and helps develop relationships
- It's often cited as the single most effective tactic in terms of persuasion
- "Big Business" no longer has a political home
- Your business has never been more affected by the government
- Allows lawmakers to make difficult decisions

# How influential are the following types of communication on the legislative position held by a member of Congress or a Senator?

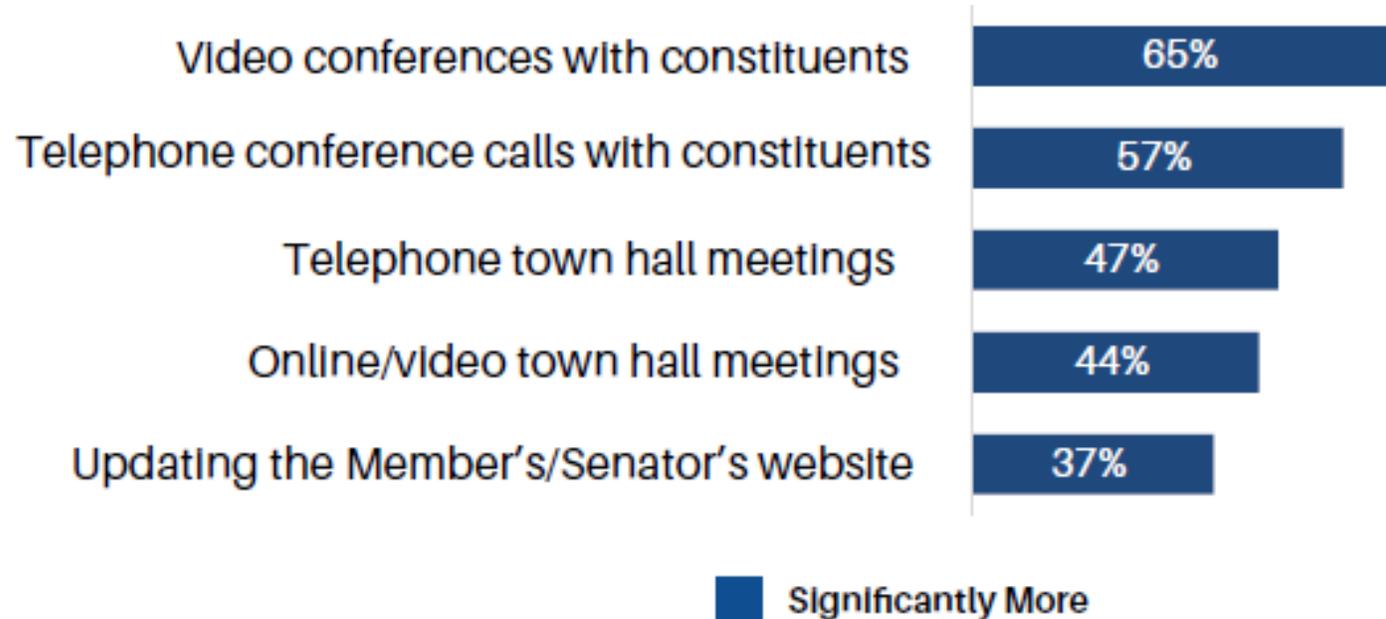


Source: Surround Survey, Public Affairs Council | 2019



### Figure 3 | Changes In Frequency of Remote Communications Practices

Compared to the months prior to the COVID-19 crisis, has your Senator/Representative done more of, less of, or about the same number of the following activities in the past two months?



(n= 100-110)

Note: "Don't Know/Does Not Apply" responses were excluded.

Source: 2020 survey of House and Senate senior staff, published in *The Future of Citizen Engagement: Coronavirus, Congress, and Constituent Communications*, Congressional Management Foundation, 2020.



# Types of Grassroots Programs

1. **Employee or Member Program:** usually open to all employees of a company or just a subset of employees that are PAC eligible. It can be an opt-in or opt-out.
2. **Grasstops Program:** an invite-only or exclusive group of advocates who can either leverage their knowledge, seniority, relationships or their stature to advocate for your organization's policy positions
3. **Customer or Supporter Program:** open to customers or public supporters who care about a particular policy issues and would like advocate on behalf of your organization.
4. **Key Contact Program:** select advocates are chosen to manage the relationship and serve as the primary contact for a legislator
5. **Grassroots Ambassador Program:** leaders or ambassadors are chosen and use peer-to-peer tactics to get other members to join your organization's grassroots advocacy efforts
6. **Next Generation Program:** younger advocates are encouraged to join a tailored program designed to increase the amount of activity amount emerging leaders

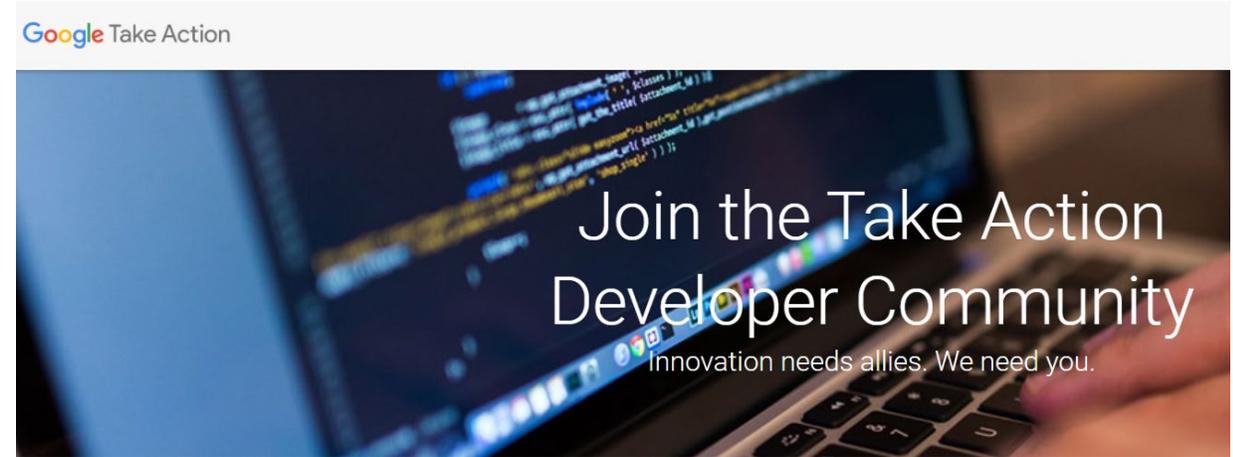
# Before You Start a Program

## Questions you should ask before you start a grassroots program:

- At what level of government will the grassroots program operate? Federal, state and/or local? Or even global?
- Will it be legislative- or regulatory-focused, or both?
- Do you need coverage in all of the legislative districts or just in the key districts?
- If it's a corporate program, will membership include: retirees, suppliers, customers, community leaders, etc.?
- If it's a trade association program, will you run your own program or encourage the member companies to communicate on issues to their employees?

# Foundation and Mission

- Mission, Vision, Values
  - Who you are and what you do
- Political Involvement Policies
- Ethical considerations
  - Are you up-to-date on current rules and law
- Transparency
- Areas of Focus
- Contracting – Determine your needs



# Grassroots Advocacy Launch Checklist

1. Assess the landscape
2. Define the goals – what does success look like?
3. Identify resources
4. Create a data management plan
5. Enlist senior executive support and engagement
6. Create an identity
7. Build a communications strategy
8. Start educating
9. Develop key messages and messengers
10. Activate your supporters
11. Measure it
12. Improve and make changes

# Grassroots Events

1. Fly-In or lobby day
2. Pizza and Politics
3. Policy Roundtables
4. Town Halls
5. Policy Podcasts
6. GOTV and Voter Registrations Drives

# Grassroots Measurement

Program participation

Action alert response rate

Effectiveness

Increase in legislative meetings

Increase in government affairs support



Toyota Policy Drivers are dedicated to standing up for public policies that advance and protect our business and the 179,000 people who make a living and support their families working for Toyota.

# Obstacles and Common Pitfalls

- HR
- Legal
- IT
- Heavily Partisan Employees
- Government Affairs Team Members
- Lack of Executive Support
- Organizational Culture
- Risk-adverse Perspective

# Risk Mitigation

Risk	Detail	Likelihood	Impact	Mitigation
<i>Policy and Politics event will seem like a partisan event</i>	<i>We have an on-going issue with some teams in the organization who are actively against inviting any conservative politicians to the company</i>	<i>Medium</i>	<i>High</i>	<i>Brand it without DC or patriotic colors, do not hold during election season, communicate to employee groups of importance</i>

# Launching A Grassroots Program

REACT

1. **R**ecruit
2. **E**ducate
3. **A**ctivate
4. **C**oordinate
5. **T**rack

# Budgeting

1. Staffing
2. Design, printing, and digital content production
3. Database and software
4. Training and education
5. Travel
6. Special events and fly-in
7. Reward and recognition
8. Advertising
9. Volunteer oversight costs



# Key Takeaways

1. Decide on what type of program fits your needs and organization
2. Obtain approval from leadership and key components
3. Win the hearts and minds by demonstrating an early success
4. Create a branded program and start the REACT process
5. Measure and report up
6. Continually improve and evolve based on your needs

# Presenters:



## Laura-Teresa Chaboya

- Sr. GR Associate Grassroots & Employee Engagement at Bayer
- Previous experience in government affairs and corporate HR