



## **CASE STUDY: Growing an Activist Grassroots Coalition**

### **The Challenge:**

A leading U.S. trade association launched a rebranding campaign with opinion leaders and elected officials in Washington, DC to expand its public affairs and advocacy strength. The association identified its key objective to build a million person strong employee coalition that would represent the views of this vital industry through constituents.

### **The Solution:**

- The Locust Street Group (LSG) created a Coalition, marketed it within the trade association and directly to member companies of the association, additional third parties in Washington and beyond, and non-traditional allies and partners.
- LSG engaged employees to be the face of the Coalition, as the core of the trade association's message was growing local economies and creating jobs in all congressional districts.
- In less than one year, the Coalition grew from zero members to over 500,000 by engaging social grassroots, on the ground operatives, creating an online presence and using innovative phone programs as recruitment tactics.
- The Locust Street Group also designed specific plans for member companies of the association to become educated on the value of grassroots efforts, equipping them with their own local program, which only serves to bolster the national efforts of the Coalition.

### **The Result:**

- The Coalition's growth was tremendous, positioning Coalition leadership and its members as key leaders in the policy debates in Congress and in state Capitols.
- Locust Street Group was successful in positioning the Coalition to be a reliable third party voice that echoes the trade association's critical message of contributing to the economic revival and continued strength of the U.S. economy.
- The creation of a long term, sustainable Coalition, giving a strong political face to the industry.