



CASE STUDY: Reform Legislation & Champion Development

The Challenge:

A national trade association, with members in the Fortune 50, faced the biggest policy battle of the decade.

The Solution:

- Given the highly contentious policy issue, active public engagement, and the commitment by Congress and the Administration to act, the Locust Street Group (LSG) team quickly built a sustaining, durable, multi-state and multi-million dollar coalition to carry the message and the brand for the association's message.
- A 42 state network of field managers was hired to identify and train "real people" and present local stories of its members and customers to Members of Congress and their staffs. The story was not a policy battle in Washington but what constituents felt everyday.
- LSG cultivated member stories and built Champions in local congressional districts across the country, focusing on recruitment, development, and activation of qualified champions – everyday citizens to carry the organization's message directly to Congress and the Administration.
- The LSG team and its operatives organized: listening tours with association executives, rallies at state Capitols, Champions for district meetings and state and district office drop-ins, and briefings for local reporters, editorial boards, and broadcast television stations, garnering favorable news coverage of events, rallies, and Champions alike.
- The Coalition's emphasis on constituent voices revealed the local impact and importance to the community at-large.

The Result:

- The face of the program was the individual constituent telling their personal, compelling story, rather than the companies fighting one another or other adversaries.
- For over four years, the main issue facing the association was astronomical funding cuts to a program that was vital to their members. After protecting the program for five years, cuts were made only in niche areas and are currently being fought by elected officials for funds to be reinstated.