



CASE STUDY: Immediate Action in a Legislative Crisis

The Challenge:

A Fortune 100 financial institution faced a key vote in less than a month on specific legislative language slipped into the financial regulation bill during committee. The technical language was incredibly complicated, convoluted, and would result in many municipalities struggling to receive bonds to pay for future infrastructure projects.

The Solution:

- Locust Street Group (LSG) worked with the client to revise the messaging from “inside the beltway” legislative language to simpler terms that the campaign’s targets on the ground could understand. Grassroots messaging is always about the people and their personal stories that the campaign must reach.
- 13 local field managers were hired, briefed and trained on the issue and its key messages to be delivered to the campaign’s targets in states and districts.
- Local field managers quickly brainstormed with client to identify key grassroots targets that had significant reach with Senators and Representatives and the senior members of their respective staffs.
- Less than 48 hours after the initial call, field managers start reaching out and within 3 weeks had delivered 64 unique letters from city councils, mayors, organized labor, local businesses, Chambers of Commerce, and other high quality grassroots. In addition, the Locust Street Group team briefed over 550 organizations and businesses and delivered over 390 calls from local elected officials and Chambers of Commerce to Senators and Representatives in Congress.

The Result:

- The Locust Street Group’s field team and client successfully helped to defeat the most harmful elements of the legislation in Committee and prevented the most devastating terms in the initial draft from ever reaching the floor of the House or Senate.
- The client was overwhelmed by the positive feedback they received from Legislators regarding the calls, letters, and in-district meetings with their constituents, which Locust Street Group successfully managed and delivered.