



Features & Functionality Webinar Series

Grasstops & Key Contacts

Balancing Your Advocacy Strategy

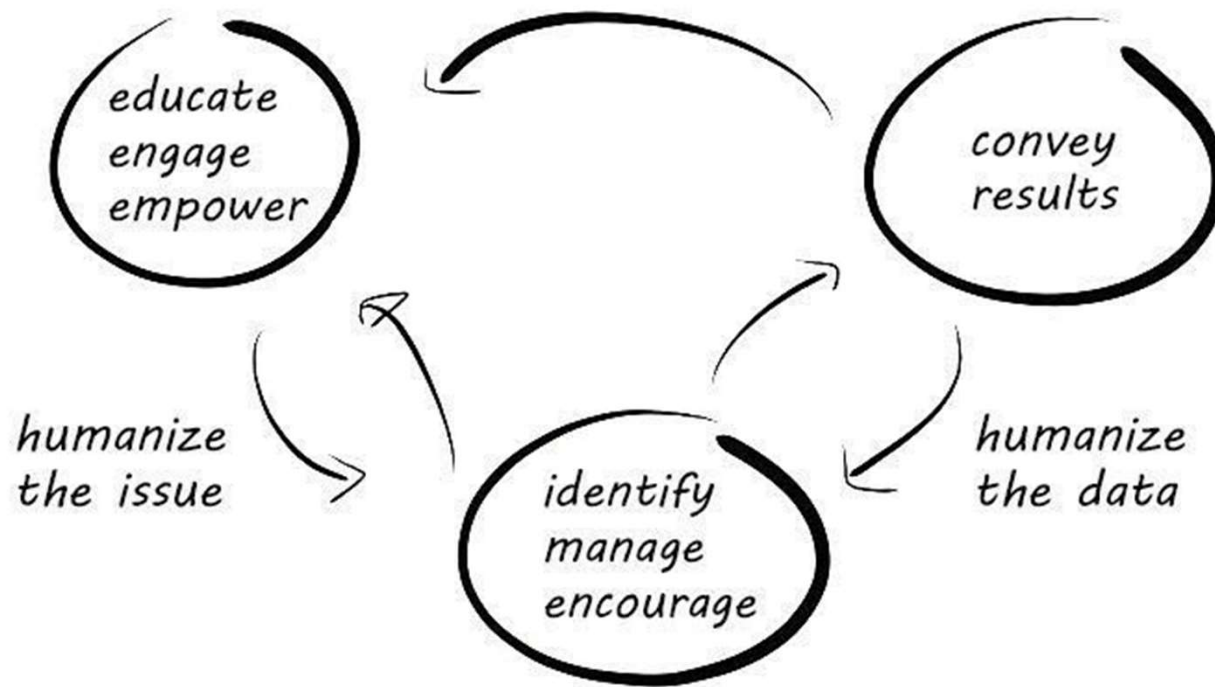
OR – How do I engage on various levels

- Advocacy is about Quantity & Quality
- Combination of regular stakeholders, potential & current all-stars / champions.
- Who do YOU know & Who do THEY know



Balancing Your Advocacy Strategy

What is Effective Advocacy?



Balancing Your Advocacy Strategy

The Advantages of a Grasstops/Key Contact Program

- Discover the relationships your stakeholders have with key decision-makers
- Track existing relationships and understand where you need to build connections
- Know immediately potential influence with leadership, key committees, and more

Where to Get Started?

Start With What You Have – Survey Your Database

- **Member:** Stakeholders identify specific Members of Congress
- **Type:** Friend, Relative, Neighbor, Donor, etc.
- **Strength:** Excellent, Good, Fair, Acquaintance
- **Notes:** Sarah Smith regularly golfs with the Senator

Imagine saying to your leadership, “our grasstops advocates have relationships with 85% of Congress,” and -better yet- finding that data in 2 clicks

What are the Best Practices?

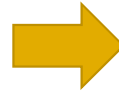
The “what” and “how” of grasstops engagement

Don't Do This

Wait until you need to engage key legislators

Ask your Key Contacts to send your form letter/language

Send your Key Contacts the same message everyone else receives



Do This Instead

Start small. Survey at the beginning of a new Congress and, at least, once per year

Ask them to make a personal touch (call, note, in-person)

Personalize your messaging and customize content for grasstops

Where do I enter relationships?

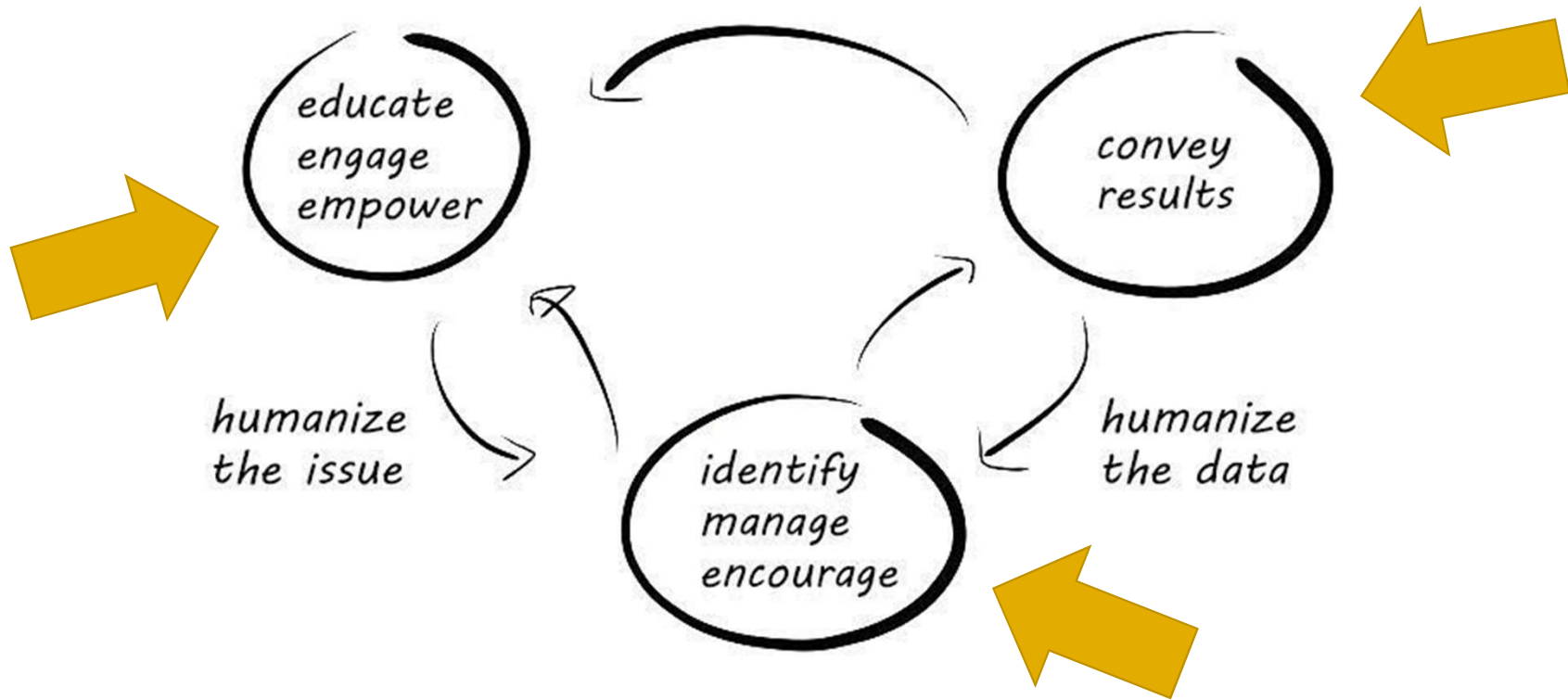
A Number of Places

- **Stakeholder:** Add from a stakeholder profile
- **Legislator:** Add within a legislator profile
- **Relationships List:** Quick create while viewing your list
- **User Submissions:** Review & approve relationships

There is no limit on the number of legislators any given stakeholder can be connected to, as well as no limit on how many Key Contacts an individual legislator can have.

The Challenges of Advocacy Data

What is Effective Advocacy?



Questions?

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