

## Case Study

# GRASSROOTS



## THE CHALLENGE

Advocacy Group Inc was asked to help with a regional zoning issue in regards to the construction of a large entertainment facility in a picturesque portion of a far western state.

With institutional support from a small but influential group of developers and politicians, the project was approaching the final stages of approval from federal agencies.

AGI worked with local civic organizations to build popular support for protecting the land from development. Our team developed a grassroots letter campaign to deliver highly individualized letters to a federal regulatory agency responsible to the final land use decision.

## THE PROGRAM

Working through our Advocacy Center, AGI developed a grassroots outreach program that allowed live callers to have unscripted telephone conversations with citizens from the area around the proposed development. Residents felt the natural beauty of the area needed to be protected and were eager to express their opinions.

- First, AGI developed a list of local residents that would have been impacted by the development of the entertainment facility.
- Working with our client, AGI developed background materials on the issue that helped to correct much of the misinformation that was spread regarding the proposed development. These materials were also utilized to help members of our advocacy team to have unscripted conversations with local residents.
- AGI advocacy team members called local residents to discuss the issue. Individuals opposed to the development of the entertainment facility were asked whether they were interested in submitting personalized letters to the federal agency responsible for the ultimate decision.
- AGI worked with the individuals that were willing to write letters. AGI assisted in drafting highly personalized letters that reflected a personal connection to the area. Throughout the course of the program AGI was able to help generate over 350 personalized letters into the Washington regulatory office responsible for the land use decision.
- AGI forwarded copies of letters to the civic organizations to demonstrate popular support behind their position during conversations with key Members of Congress.

## THE RESULTS

Through unscripted, highly personal outreach, AGI mobilized local residents to express their opinions about the proposed development of picturesque land – areas which had a highly emotional connection to many residents.

Throughout the campaign, over 92% of the hundreds of individuals contacted were willing to submit a letter or express their personal opinion to a D.C. regulatory office.