

## Case Study

# GRASSTOPS



## THE CHALLENGE

Advocacy Group Inc was asked to help mobilize grasstops key influentials who would be directly affected by provisions of the financial overhaul legislation that passed in the summer of 2010.

AGI worked with their team of dedicated field representative to create a dynamic campaign that included: personalized letters, member calls, senior staff call, and intercepts.

## THE PROGRAM

AGI was hired to help build opposition to several provisions of the financial regulatory overhaul legislation. Utilizing our network of field representatives, AGI identified individuals who opposed there particular provisions of the legislation.

- First, AGI developed a list of potential key influential's (KI's) including former Members of Congress, Gubernatorial staff members, business owners, state legislators, major donors and consumer groups that would have significant influence on the targeted members.
- Once approved by the client, our field teams worked with the KI's to determine the best tactic for influencing the targeted member. AGI senior staff works closely with field representatives to provide clients with the most effective form of communication that delivers the strongest results.
- Over the course of 10 days, AGI was able to deliver a wide variety of successful results including
  - 69 personalized letters on letterhead
  - 29 Senior Staff Calls
  - 16 Intercepts
  - 1 DC Meeting
  - 2 District Meetings

## THE RESULTS

AGI was able to help the client reach their stated goal. In the end, the portions of the legislations that were the most concerning to the client were not included in the final bill.