

Case Study

IN DISTRICT GOVERNMENT RELATIONS



THE CHALLENGE

With a critical piece of legislation was nearing a vote in the House Financial Services Committee, the bill's success or failure hinged on the vote of a single Member of Congress. A client seeking to assure the legislation's passage hired Advocacy Group Inc to determine the Member's position.

AGI sought to reach this Member through channels which she would be most persuadable – communication from “back home” via our In-District Government Relations program.

THE PROGRAM

Advocacy Group Inc worked through an In-District lobbyist to determine whether a meeting could be scheduled with either the Member or her Chief of Staff in the next 48 hours.

- Within two hours, our In-District lobbyist was able to have initial conversation with the Member's Chief of Staff, who was working in the district. From the relaxed environment of the district office, the Chief of Staff provided information that had not been learned through traditional DC lobbying efforts.
- Based on the conversation with the Chief of Staff, AGI passed an intelligence report to the client detailing the Member's specific concerns with the bill – and what changes to the bill would guarantee her support.
- Using the information provided by AGI, our client was able to draft an amendment to the legislation that was introduced 24 hours prior to the final vote.
- Less than 48 hours after the initial conversation, our In-District lobbyist spoke again with the targeted Member's Chief of Staff in regards to the legislation. The Chief of Staff stated that the Member was extremely satisfied with the amendment and would be voting in favor of the legislation.

THE RESULTS

Working quickly and precisely, Advocacy Group Inc was able to deliver our client with the information needed to garner the key vote on an important piece of legislation.

Our In-District lobbying efforts provided the client with key intelligence that was not able to be garnered by DC lobbyist. The targeted Member provided the key vote in favor of the legislation, drawing the votes of several other key committee members as well.