

# GOVERNMENT RELATIONS

If you seek a firm with registered lobbyists on staff, then our firm is not for you. We do, however work well with any lobbyist of your choosing and, in addition, offer the following government relations services for clients:

- Monitor legislative, regulatory, and administrative activities, including trending issues
- Establish and manage grassroots advocacy programs
- Manage political action committees
- Organize advocacy days, including advocacy training
- Key messaging communications to all stakeholders

## Monitor, Legislative, Regulatory, and Administrative Activities

For some clients, the ability to be aware of and informed about legislation, regulatory, and/or administrative activity that may affect their membership is essential. Our role is to provide volunteer leadership, its committees, and its members with the information they need to ensure the organization's goals are achieved. If the organization has its own lobbyist, we coordinate efforts with and through that individual or firm. When desirable, acting as your chief executive officer and in conjunction with volunteer leaders, we testify before the legislature and regulatory bodies on issues affecting the profession.

## Establish and Manage Grassroots Advocacy Programs

The power of the people truly comes to life when an organization develops and maintains a grassroots advocacy program. We assist organizations in educating their members on public policy issues of importance to their profession and provide the necessary tools to maximize results.

## Manage Political Action Committees

Attention to detail is critical in properly managing political action committees (PACs). Areas of concern are sponsorship and campaign finance rules. Our firm assists organizations to ensure their compliance reports are timely and accurately filed.

## Organize "Advocacy" Days, Including Advocacy Training

A Day at the Capitol, a Day on the Hill and other 'lobby day' programs are signature events for many organizations. Not only do members receive valuable education and training, but they also build critical relationships with various policymakers. Our firm assists organizations in creating memorable experiences for members that advance the organization's government relations program.

## Key Messaging

We create, or coordinate with your lobbyist, key messaging to information all key audiences of "need to know" information impacting them. Where indicated, calls to action are developed in conjunction with messaging.

