



A Strategic Approach to Winning Your Issue

We'll win your issue by developing a multi-pronged approach that urges lawmakers to take action.

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PROBLEM

For months, Republican state legislators in North Carolina had been battling over efforts to expand legal gambling in the state.

If passed, the expansion would allow for video poker machines in places like restaurants and other businesses throughout the state, and would also result in the creation of four new casinos.

As deliberations continued, North Carolinians became stressed - legislators were running out of time to pass the state's final budget due to all the infighting.

SOLUTION

The CHQ team worked with our client, the state chapter of a national faith-based organization, to target constituents.

Alongside our client, we devised a multi-pronged strategic approach to urge North Carolinians to pressure their lawmakers to take action. First, we launched an automated survey to test how people felt about the message. Then, we ensured our client was 10DLC compliant, and got to work sending over 280,000 texts to targeted constituents.

Our team also crafted an engaging Issue Impact Page, driving nearly 600 advocates to send emails to legislators in targeted districts. After implementing the Issue Impact Page, we delivered 6,000 patch through calls into 10 targeted district offices, with each office receiving 600 calls.

Shortly after our plan was fully executed, legislative leaders passed their final budget and announced that they had fully abandoned their plans to expand gambling in the state. It's clear: the role of grassroots advocacy is instrumental in shaping public policy. By deploying a strategic combination of telephone townhalls, patch through calls and texts, and issue impact pages, our team can leverage constituents to move issues with lawmakers.

AT A GLANCE:

- NC legislative districts targeted: 10
- Issue Impact Page:
 - Constituents agreed to advocate: 585
- Text Messages:
 - Number of texts deployed: Over 280,000
- Patch Through Calls:
 - Total number calls: 6,000
 - Number of calls per targeted district office: 600

Mobilizing the Grassroots to Win Your Public Affairs Campaign