



Strategy, Connection, and Influence

We used a telephone townhall to educate constituents and prime them for future advocacy efforts in an increasingly purple state.

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PROBLEM

Our client, the Kansas branch of a national public affairs action group, was facing a significant challenge: engaging and mobilizing constituents to support the renewal of the Trump Tax Cuts and Jobs Act (TCJA). Since the bill was signed into law back in 2017, many residents had forgotten how it benefitted them, or had forgotten the bill altogether.

In an increasingly purple state like Kansas, public support is crucial for influencing lawmakers. Our client needed to remind constituents how the TCJA helped them, despite many Kansans being disengaged from D.C. politics and tax policy. To be successful, they needed a quick, effective way to cut through the noise and reach constituents directly.

SOLUTION

The solution was strategy, connection, and influence. Within days, we executed a telephone townhall, connecting our client and their special guest, Congressman Ron Estes (R-KS), with 70,000 Kansans. Rep. Estes used his experience on the House Ways and Means Committee to explain the TCJA's benefits, from lowering the death tax to increasing the standardized deduction. He also addressed constituents' questions, explaining how the TCJA would create jobs and stimulate economic growth.

From our audience of 70,000, 6,163 people (8.8%) participated in the telephone townhall, listening for an average of 8 minutes. We identified supporters via poll questions, and had 100% of the attendees who responded to our poll question agreed that the TCJA should be made permanent after hearing Rep. Estes explain how Americans had benefitted from it. At just \$1.17 per attendee, the townhall was highly cost-effective, allowing our client to cut through the noise, expand their grassroots network, build public support without breaking the bank.

Ultimately, we provided our client with the platform and strategy needed to connect directly with constituents, helping them to build engagement and expand their base. By leveraging Rep. Estes' credibility and live interaction alongside our clients' powerful resources, the event delivered effective messaging that not only educated constituents, but primed them for future advocacy efforts. Together, we demonstrated the power of direct constituent engagement to influence public opinion and drive grassroots action.

AT A GLANCE

- Universe size: 70,000
- Attendees: 6,163
 - Reached 8.8% of the universe
- 8-minute average duration on the line
- \$1.17 cost per attendee
- 100% of poll respondents in attendance agreed the TCJA should be made permanent

Mobilizing the Grassroots to Win Your Public Affairs Campaign