Transitioning to a Grassroots Program for All Employees

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The COVID-19 pandemic likely caused you to put a hold on your traditional PAC programs and your communication to these eligible employees. However, this does not mean that you should stop engaging with employees and stakeholders altogether. It is important for employees to hear about your organization’s efforts during this period. Utilize this time to transition your PAC and other targeted initiatives into a broader grassroots program that includes all employees and stakeholders. This will help you to continue your engagement with your traditional target audience and introduces a new group of employees to the issues important to their industry and jobs. Below are a few tips to help you get started:

**Broaden Your Communications**
The first step is to expand your communications to encompass all employees. If you were previously sending legislative and election updates to your PAC eligibles, consider broadening that list. Work with your HR team and plan to include brief updates and calls to action in the next email to all employees. If communications are already being sent out company-wide, check to see if you can include a few items from the government affairs team on elections or advocacy.

**Focus on the Advocacy Basics**
While you may not be able to discuss PAC-specific topics, you are still able to address the issues important to your organization and industry at this time. Share unique initiatives that your organization may be a part of as the country recovers and invite employees and stakeholders to participate. If you notice that current federal or state legislation will impact the industry, encourage employees to take action and contact their elected officials as informed constituents.

**Update Your Collateral**
If you typically send out communications using your PAC logo and templates, re-brand your material so that it is acceptable for an all-employee audience. You don’t have to recreate the wheel, but giving your information an update will allow you to quickly and effectively reach out to everyone. Instead of focusing on candidates you support or PAC statistics, you can replace those sections with election dates and information on elected officials who represent your facilities.

**Be an Election Resource**
Every day, state leaders are updating primary election dates and voting procedures. With all the news right now, employees may not be aware of changes in their own states. During this time, you can be a valuable resource and provide ways for them to find their voting dates and deadlines. As primary dates are pushed into the summer and November elections are likely to look a little different, sending updated election resources will keep employee-voters well informed.

Follow these tips to guarantee that engaged employees still hear from you while inviting others to the conversation. It’s important to remember that legislative issues and election results will impact our industries now and when we recover. Therefore, providing employees with the resources they need to advocate for the business community should remain a key part to your government affairs program.