

**From:** CQ Roll Call <updates@cqrollcall.com>  
**To:** Veldran, KatherineKatherineVeldran@gov.sc.gov  
**Date:** 11/12/2013 9:12:23 AM  
**Subject:** Complimentary Social Advocacy Guides from CQ Roll Call

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Dear Katherine,

It's no secret that in today's evolving digital world, in order to **successfully advocate around an issue**, organizations have to work twice as hard to differentiate their brand and position themselves as the authoritative voice on an issue. Success is defined by how engaged your membership is and how well you have established "thought leadership" around your key issues.

As an individual who is interested in online advocacy, we believe you will find our latest series of social advocacy guides valuable. The information can help you better align your audience with your message. By registering, you will receive the following:

- *How to Build Strong Content for Your Advocacy Efforts*
- *How to Use Social Media for Advocacy*
- *How to Amplify Your Advocacy Efforts*

**Register now** to receive your complimentary social advocacy guides.

Regards,  
CQ Roll Call

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#### About CQ Roll Call

CQ Roll Call provides essential intelligence and grassroots advocacy resources to take action. As the premier source of timely news, objective facts and analysis, and coverage of elections and the politics of legislation, we keep our fingers on the pulse of the legislative process and give our clients the tools they need to maximize their influence. We are the ultimate insider, and our unmatched network of relationships and expertise has powered the productivity of those who rely on us since 1945.

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