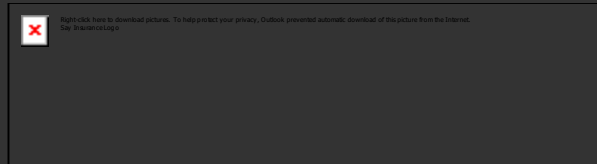

From: Ann Dermody <updates@cqrollcall.com>
Sent: Thursday, September 22, 2016 10:44 AM
To: Haley, Nikki
Subject: State Advocacy Case Study: How to Win Big on a Tight Budget



Big Impact, Small Budget: How a Small Group of Advocates Won Big

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\$12,000. 70 volunteers. 8 ballot victories.

Can you influence outcomes at the ballot box when your issue is on the line?

Last year, one group of advocates did just that, seeing outsize success without breaking the bank.

Their well planned and highly orchestrated advocacy campaign won referendums in 8 out of 13 towns in Michigan -- on a budget so small it would make most advocates in Washington gasp.

After reading this guide, you will learn:

- How a small group of advocates with an even smaller budget used grassroots advocacy to win
- How they galvanized winning momentum on their issue from a dead start
- How they tapped into voters' self interest
- The tactics that allowed them to be so cost effective
- ...and more!

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