

Federal Legislation



Problem

A national coalition of employer groups opposing a newly instituted tax needed help building support among lawmakers in Congress for legislation to repeal the tax and provide relief to small business consumers.

Solution

Locust Street deployed a grassroots and earned media campaign in swing states and congressional districts across the country, delivering messages about the tangible harm caused by this tax and organizing small businesses to contact their representatives in Congress.

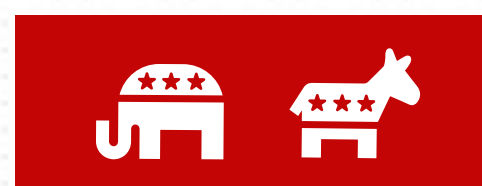
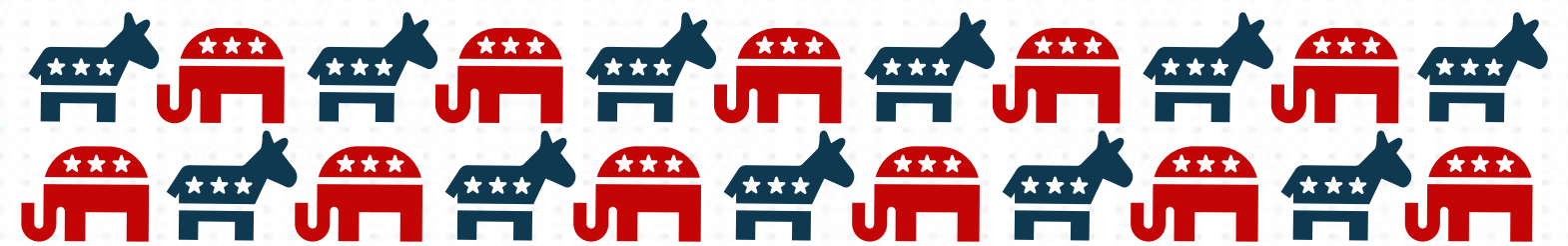
Our campaign built support for the legislation by elevating the tax as a real cost driver impacting small businesses across America. The campaign convened dozens of local events, meetings, and small business tours with Members of Congress and organized national press conferences, local editorials and print media, radio spots, and thousands of small business constituent letters.



In November 2014, incoming Senate Majority Leader Mitch McConnell cited the tax as one of the top small business provisions that needed to be addressed in the new Congress.

Metrics

230



More than 230 members of the U.S. House of Representatives, including Republicans and Democrats, joined as co-sponsors of a bill to repeal the tax.



Members of Congress raised the tax at committee hearings, spoke about the issue on the floors of the House and Senate, and attempted to move legislation through amendments to other bills.

Selected Press

