

Regulatory Action



Problem

A major trade association was confronted with a proposed rule by federal regulators that would have resulted in more than \$8 billion in funding cuts to the industry. The group had only 45 days to fight back before the rule became finalized.

Solution

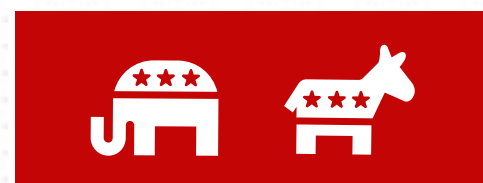
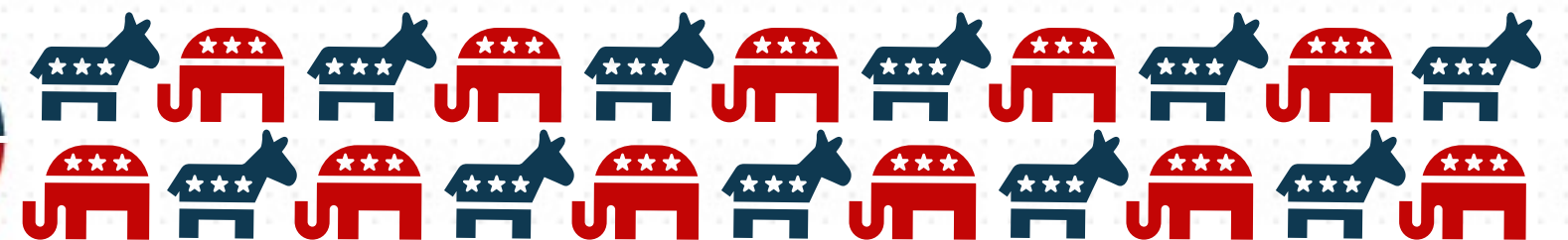
Locust Street launched a nationwide campaign to respond to the rule, backed by a 1.8 million-member grassroots coalition of senior citizens who would have been impacted by the proposed cuts. We immediately activated coalition seniors in all 50 states to contact their representatives in Congress and engage inside-the-Beltway and outside-the-Beltway media. Locust Street also mobilized coalition seniors to appear in TV and digital ads, speaking out personally and creating a loud echo chamber against the proposed funding cuts.

As the campaign rallied opposition to the rule in Congress, we launched a grassroots thank you program to reward supportive lawmakers by connecting them with coalition members at local meetings and town halls who thanked them for standing up against the cuts. The campaign also flew coalition seniors to Washington to speak at briefings on Capitol Hill, meet face-to-face with lawmakers, and generate coverage in DC political publications around the harm of the proposed cuts.



Metrics

340



Over the course of just six weeks, the campaign achieved a reversal of the proposed cuts and a strong bipartisan outcry from Congress, including more than 340 Members of Congress, to preserve – not cut – funding.

Bloomberg

Bloomberg News called the earned media and grassroots campaign one of the only successful “wins” for a trade association targeting an Affordable Care Act policy.

The campaign’s earned media outreach resulted in published articles, op-eds, letters-to-the-editor, TV and radio hits – both in DC publications, including Politico, The Hill, and CQ/Roll Call, and newspapers across the country, from The Palm Beach Post to the Cleveland Plain Dealer to the Las Vegas Review Journal.

Selected Press

