

We are happy to discuss the particulars of any specific package of services, or work to tailor one specifically to your needs that fits your budget.

PACKAGE 1: "Bronze Level"

Legislative Tracking

Every month, we'll report on critical issues affecting business which are pending on the local, state and federal level. Every report will include a summary of proposed or pending legislation, offer background, list groups or key individuals in support and in opposition, and recommend a position for your chamber to take.

PACKAGE 2: "Silver Level"

Package 1 Plus Tasks 1-4

In addition to the components of the previous package, we will:

- Audit and prepare a report on the current state of your government affairs program
- Develop a government affairs action plan
- Identify your legislative priorities
- Establish a communications plan

PACKAGE 3: "Gold Level"

Legislative Tracking Plus Tasks 1-5

In addition to the components of the previous package, we will:

- Create an overall framework for legislative and government affairs events to facilitate direct communication between chamber members and elected officials and other decision makers

PACKAGE 4: "Platinum Level"

Legislative Tracking Plus Tasks 1-6

Includes all above components. Additionally we will:

- Craft a strategy for your political action and victory, including candidate training and recruitment and establishment and management of your political action committee to administer and fund functions such as endorsements, candidate events, etc.



SACRAMENTO OFFICE
P. (916) 448-4234
F. (916) 448-5933
jeff@fsbcorestrategies.com
kristy@fsbcorestrategies.com

ORANGE COUNTY OFFICE
P. (949) 336-4500
F. (949) 336-4501
cherri@fsbcorestrategies.com

www.FSBCoreStrategies.com



Advocacy for Your Business Community

Is your Chamber's Government Affairs/Legislative program working for your members and the businesses in your community? Do members "go just to go?" Does your program need a jumpstart?

We can design and build an effective, proactive government affairs program that works for you. We can help you to be the voice of business in your community and an invaluable advocate for your members. A well-run and effective government affairs program adds value to Chamber membership, helping with retention and recruitment of members!



Chamber Solutions

Legislative Tracking

Every month, we'll report on critical issues affecting business which are pending on the local, regional, state and federal level. Every report will include a summary of proposed or pending legislation, offer background, list groups or key individuals in support and in opposition, and recommend a position for your chamber to take.

Our Services – Your Solutions

We offer a variety of services to meet your government affairs needs.

**Task
1**

Government Affairs Audit & Report. We will review and offer an evaluation of your current government affairs and legislative program, and provide suggestions for improvement.

**Task
2**

Develop a Government Affairs Action Plan. Our team will work with you to design and build an action plan for government affairs that includes recruiting and training volunteers and staff and identifying the legislative issues of concern to your chamber's members and key supporters.

**Task
3**

Identifying Your Priorities. We will work to develop and plan a public policy platform and set of strategic goals that will assist you in achieving successful results.

**Task
4**

Setting up a Communications Plan. Utilizing our years of communications expertise, our team will craft and perfect your messaging to elected and other government officials at all levels. We use everything from letter writing campaigns to email action alerts as well as government affairs websites and cutting edge social media tools and technology.

**Task
5**

Creating a Framework for Legislative and Government Affairs Events. We will plan events and lobbying opportunities to enable decision makers and chamber members to communicate directly on the issues of concern to them. We can establish a series of government affairs breakfast or lunch events featuring key figures in government to act as guest speakers, which will attract and inform members and offer value to active participants.

**Task
6**

Crafting Your Strategy for Political Victory. We will assist in the implementation and pursuit of your political and legislative priorities. If you choose, you will be enabled to recruit, train, endorse support and/or fund candidates for elective office at all levels of government.

Comprehensive Program

This program includes each of the tasks included above – and more.

We help you give your members a return on their investment by building and maintaining your government affairs, public policy and legislative program in the most comprehensive suite of services found in any chamber of commerce.

Key components of the program include:

- Create a Government Affairs Committee that also includes recruiting and training volunteers and staff to serve as a chamber resource for members.
- Develop a process to address your chamber's government affairs needs tailored to fit your time, budget, staff and priorities.
- Plan and prioritize the development of a public policy agenda and strategic goals to help focus on achieving results.
- Deliver research on top legislative issues and public policy items. Prepare agendas, presentations and other comprehensive materials for governmental affairs committee events and chamber members.
- Construct a legislative platform manual which delineates and prioritizes key legislative issues of concern.
- Help keep elected officials accountable by compiling and providing voting records in a scorecard format to chamber members which include legislation of interest to the business community.
- Utilize tools such as polling and focus group to measure issue by issue success in the legislative and public policy arena.
- Create a series of government affairs breakfast or lunch events featuring key figures in government to act as guest speakers on a particular topic of interest to the chamber which will attract and inform members and provide value to active members.
- Plan and make arrangements for events and lobbying opportunities to enable decision makers and chamber members to communicate directly on the issues of concern to them.
- Work to create a process to enable the chamber to recruit, train, endorse, support and/or fund candidates for elective office at all levels of government.

FSB Core Strategies gets the job done with a wide range of expertise from strategic counsel, research/message development, ballot issue campaigns and earned media to coalition building/grassroots, advertising and website/interactive/social media.



Chamber Solutions