

Case Study

From Hire to Hearing in One Day: Launching a 26-State Lobbying Program from Scratch for a National Trade Association

When legislation detrimental to the industry was introduced in the California state legislature, a national trade association with no state government affairs footprint needed to quickly launch a state program. While they had an impressive and expansive federal affairs team, the trade association had no insight on how to begin at the state level. Acting quickly was vital — the bill was poised to move quickly through the California Legislature and carried with it the potential to spread to other states.

On-the-ground representation was the only way to tackle the issue. We interviewed and vetted California lobbyists to find the right fit for the issue and the association. Our recommended advocate understood the issue, had the right contacts, and worked comfortably with the association's team.

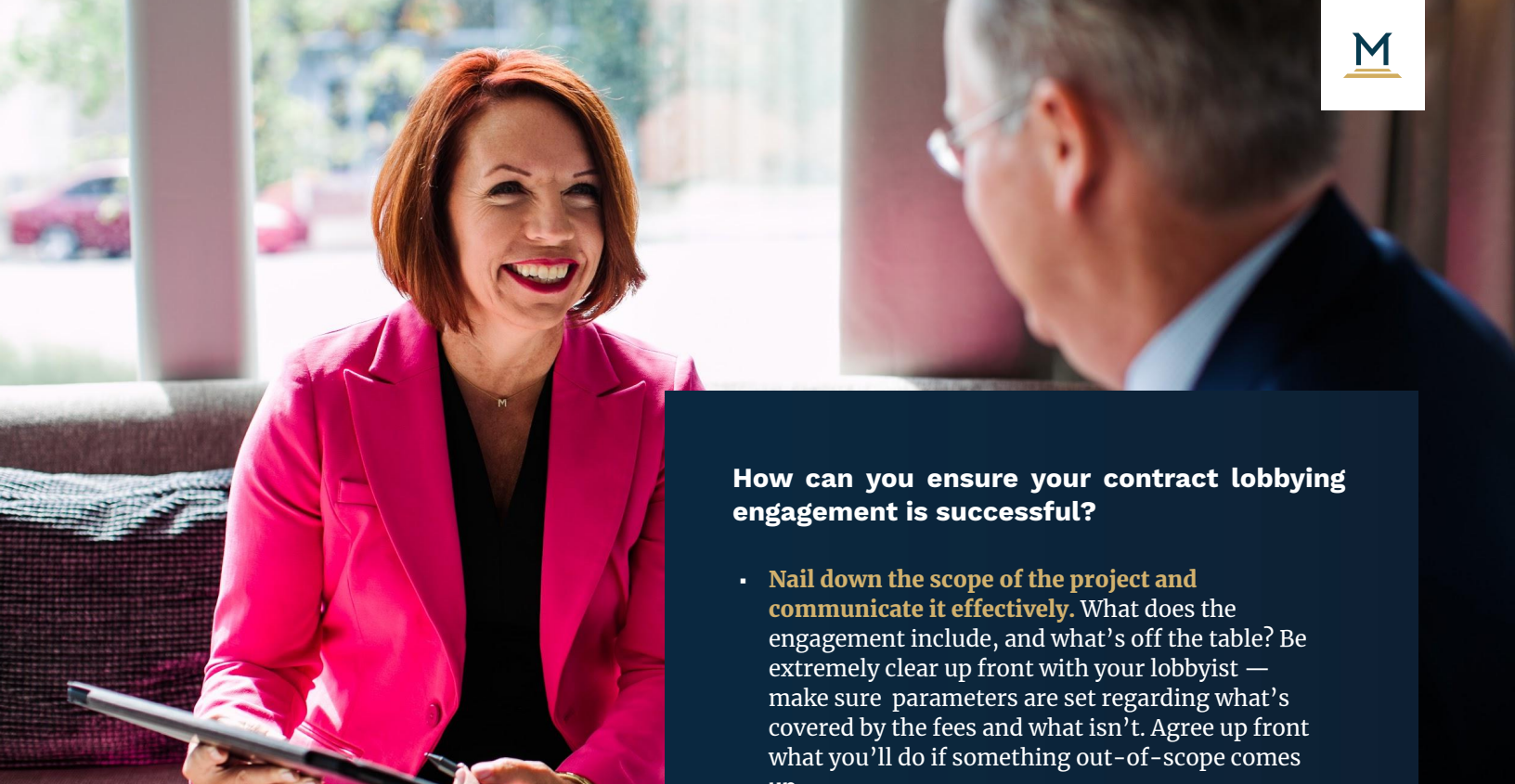
The Challenge

A national trade association needed to hire ethical and highly effective in-state lobbyists as quickly as possible.

The Outcome

MultiState secured representation in a single state within 24-hours, expanding to 25 additional states over the next two years.





Case Study (cont.)

A successful lobbying engagement in California — the association's lobbyist negotiated favorable language prior to the passage of the bill — led to MultiState hiring additional representation on behalf of the client in other states. By year two, MultiState found representation for the trade group in six states, which expanded to 26 states in 2019.

In each state, MultiState can bring the association's membership together to draft a legislative framework and work with the on-the-ground lobbying team to advance it. Further, the association can rely on MultiState to manage lobbying compliance. We take care of the registering, filing, reporting, and anything else required.

How can you ensure your contract lobbying engagement is successful?

- **Nail down the scope of the project and communicate it effectively.** What does the engagement include, and what's off the table? Be extremely clear up front with your lobbyist — make sure parameters are set regarding what's covered by the fees and what isn't. Agree up front what you'll do if something out-of-scope comes up.
- **Be clear about deliverables and expectations.** Every lobbying engagement is unique. Is the goal to be eyes and ears in the state capitol (monitoring only)? Is it to lobby on a single bill? Or is it to fully represent the industry on every issue that might come up in the legislature? Include flexibility to ramp up if necessary.
- **Conduct a thorough conflict check.** Do a deep dive internally to understand what represents a conflict for you and other stakeholders, such as members or coalition partners. Doing this before the engagement begins ensures smooth sailing down the road.
- **If you have a multi-state campaign, coordinate between states.** Bring your representation together on a call periodically to coordinate — discuss strategy, what's working, and what's not — and use the information to help everyone do their job better.

The proactive legislative campaign has proven successful — almost 20 states have moved policy in a favorable way. By partnering with MultiState, the trade association can balance the many competing interests of their membership all while moving the ball forward for the industry. What's more, our proven model is repeatable and scalable to varying budgets. We have helped hundreds of clients address their lobbying needs — especially as those needs change with changing legislative and political landscapes.

By partnering with Multistate, the trade group has been able to grow from a zero state footprint to a campaign that has successfully engaged in more than half of the country in just three years — and plans to launch a 50-state program in the near future with MultiState at its side.



M U L T I S T A T E

MultiState is a full-service state and local government relations company. We deliver extraordinary solutions so our clients can act with confidence to achieve their goals. Our team is here every step of the way providing the tools and expertise you need. Do you need to track mission-critical issues? Launch an advocacy campaign? Find the right lobbyist? Streamline your compliance process? We've got you covered. And that's just the start.

Our industry veterans and extensive lobbying network give you access to unparalleled government relations expertise. Our team of deep policy and process experts provide you with insights and analysis you can't get anywhere else. Our savvy problem solvers will develop and execute an advocacy plan to get you across the finish line. If you have a problem, we have a solution.



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