



Case Study: Influencing Legislation

FreedomWorks (Pennsylvania)

Scenario:

In the first half of 2011, Senate Bill 1 (SB1), a bill that expands school choice and creates a voucher program for low-income children was working its way through the Pennsylvania legislature. Knowing that it was going to face fierce opposition from the teacher's unions, FreedomWorks sought to do what it could to influence the legislators that were going to vote on the bill.

Action Solution:

Knowing that e-mails, while a valid aspect of any grassroots engagement campaign, were passive and easy to ignore in a legislative office, FreedomWorks worked with Action Solutions to create an aggressive patch-through campaign to inundate legislators offices with phone calls from concerned constituents. Swing vote legislators were targeted to magnify the impact of the effort, and thousands of Republicans and conservatives were sent a message informing them about SB1 and the issue of school choice and provided with the option of pressing a button to have their call forwarded to their respective state senator's office.

Results:

The bill passed the state senate, and every targeted senator voted in favor of the bill! Over 7,000 Pennsylvanians called their state senator's in support of SB1 and the expansion of school choice. This added up to at least 50 calls per day to legislative offices throughout the duration of the project. Action Solutions was also able to provide FreedomWorks with a list and the contact information of the people who were motivated enough by the issue of school choice to contact their state legislator. This list provided FreedomWorks with a 'warm' list for future prospecting, fundraising, and contacts for invitations to future events held by FreedomWorks. SB1 is now being considered by the Pennsylvania House.