



Case Study: Event Attendance

Family Leader (Iowa)

Situation:

The Family Leader, a prominent Family Policy Council organization in Iowa, sought to create a grassroots organization by developing county-by-county chapters throughout the state. They believed that doing this would be the most effective way to influence and promote conservative policy at the local, state, and federal level.

Action Solution:

Action Solutions worked with the Family Leader to create a 99 County “Iowa Tour” strategy where the organization, over the course of three months, hosted a meeting/event in every county in Iowa. Three meetings a week would be held, each in a different county. To drive attendance to these events, Bob Vander Plaats, the president of the Family Leader, recorded a message to be delivered to Republican and conservative voters in each county inviting them to the meeting the night before it was held.

Results:

Over the course of 90 days, the Family Leader attracted over 3,000 Iowans to their events and created the foundation for an effective and influential grassroots organization. These meetings raised awareness of the Family Leader, the major issues of the day, and allowed the organization to identify potential leaders that could run the local chapters of the Family Leader and maintain its momentum. The Family Leader credits Action Solutions with dramatically increasing attendance at these events and helping the Family Leader and Bob Vander Plaats to be among the top 10 most influential organizations in the Republican presidential nomination process: <http://thehill.com/homenews/campaign/168393-10-coveted-endorsements-for-republican-presidential-candidates>.