



# ISSUE AND GRASSROOTS ADVOCACY

Virtually nothing gets done in the world of public policy without aggressive support and advocacy for a particular position. Grassroots and other independent third party support are increasingly critical in convincing decision makers to make the right choice or take the appropriate position. We build meaningful third party advocacy by educating potential allies, organizing them and then strategically mobilizing them to communicate their support for our clients' objectives.

## Our Expertise

- Gallatin's broad and deep network allows us to efficiently identify the people and groups who are likely to support our clients' objectives.
- Building a coalition of supporters doesn't happen overnight. The first step in building meaningful support involves educating potential allies about why they should care about the issue at hand.
- Having third-party support doesn't mean much without organization. We organize grassroots and coalition support so that it can be mobilized at the appropriate time, in the appropriate way, with the appropriate message.
- Integrating coalition support into the overall strategic communications and/or government relations activities is critical to achieving maximum impact with decision makers. We understand how to deploy third party advocacy so that it enhances the overall strategic approach being employed.

## Our People

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**"The Gallatin team has a thorough understanding of the permitting processes as well as a deep reservoir of business and political relationships. By combining systems and sensibilities they're able to generate genuine, informed grassroots support that's important for obtaining public consent and necessary permits. Their work was absolutely critical to our project"**

**Trent Clark, Public and Government Affairs Director, Monsanto**

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**GALLATIN PUBLIC AFFAIRS**

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