



Grassroots Advocacy

With the right tools, anyone can become an advocate. Representing clients from a multitude of industries, we regularly leverage the powerful impact of grassroots engagement. The result? Policymakers hear firsthand, and directly, from their constituents, voters and citizens.

Educating & Training



- + Offer in-person and virtual training options
- + Knowledge is power – we offer trainings that will empower your advocates to take action
- + Cover topics ranging from the legislative process 101 to social media and messaging
- + Trainings are interactive and discussion-based



Materials Development

- + Communicating your issue, educating policymakers or the public
- + Toolkits, one pagers, infographics



Advocate Engagement

- + If starting from scratch, we can help identify and build a base of individuals passionate about your issue
- + Provide them the tools and opportunities to turn passion into action
- + Writing letters to the editor, coordinating large-scale email calls to action, or organizing a lobby day at the State Capitol

WHY POLICYWORKS?

- + Strategic partner for organizations ranging from Fortune 500 companies to small non-profit organizations.
- + Strong bi-partisan relationships with Iowa's state and federal lawmakers, local decision-makers, media professionals, business leaders and community advocates.
- + Experienced team with decades of experience, providing valuable insight and high-touch service.