CASE STUDY

Grassroots Engagement on Trade

National Corn Growers Association

The **National Corn Growers Association** needed to deepen its communications to critical voices in the U.S. Senate around the renegotiation of NAFTA.

Strategy

Scarlet Oak Strategies utilized its field team network to generate grasstops & grassroots engagement of target Senators by:

- Generating hundreds of letters from top members of the agricultural community, business/civic leaders, and local elected officials.
- Placing Op-Eds and LTEs from local influencers and business leaders in dozens of markets.
- Facilitating AM radio interviews with local growers and national association staff.
- Conducting stakeholder meetings with Members of Congress and their staffs, as well as local elected leaders.
- Conducting issue visibility at Congressional town halls, county fairs, and other high-visibility events across multiple states

Outcome

Scarlet Oak Strategies secured the **continued support of all 4 target Senators** on NAFTA.