

CASE STUDY

Stakeholder Mapping & Outreach The Pew Charitable Trusts



The **Pew Charitable Trusts** wanted to **build bipartisan support** at local, county, and state levels for its “Statement of Principles” letter on infrastructure to the Administration and Congress.

Strategy

Scarlet Oak Strategies leveraged its nationwide network to identify and build support for Pew’s letter in 31 states:

- Scarlet Oak Strategies mapped out areas of policy and political interest; then, identified relevant and influential stakeholders in these areas.
 - Scarlet Oak Strategies engaged stakeholders with tailored asks of support that reflected local political realities and infrastructure concerns in their communities.
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Outcome

As a result of our outreach, **150+ elected officials** at local, county, and state levels of government—including current and former governors—**signed the bipartisan letter**.

