



10 SIMPLE ACTIONS TO SUPPORT ESOP ADVOCACY

1 Sign up for the Employee Ownership Action Network (EOAN)

This is The ESOP Association's vital grassroots network of engaged employee owners. Joining EOAN is free, easy, and will keep you informed and involved when we need to quickly contact elected officials at critical times. Joining EOAN is the starting point for every employee owner to become an ESOP advocate.

esopassociation.org/eoan

2 Promote advocacy at your company

Advocacy affects every ESOP participant and employee owner, and efforts need to be as widespread as possible to be successful. Does your company have an "all hands" meeting where an Association staff member can speak about advocacy? Are there Association advocacy webinars you can share? Can you sponsor a company EOAN sign up effort in a breakroom or a company newsletter?

3 Attend Advocacy Academy and ESOP Advocacy Day at TEA's National Conference

A collective voice matters when advocating for public policy. Advocacy Academy teaches you how to engage with your elected officials, and ESOP Advocacy Day gathers our advocates at one time to tell their stories and focus elected officials on our priorities. It's not just exercising your rights; it's fun!

4 Invite an elected official to visit your company

There are few better ways to build a key relationship than sharing stories. If an elected official spends time seeing your business and hearing employee owners' stories, they will remember you when considering issues related to employee ownership. Not sure how to start? The ESOP Association has a toolkit to help you invite, host, and maximize the visit.

esopassociation.org/advocacy/advocacy-resources

5 Contact your governor and/or state legislature about a proclamation or resolution recognizing October as Employee Ownership Month

It's easy and a great way to engage colleagues and raise the profile of employee ownership in October for Employee Ownership Month. Don't know how to start? The ESOP Association has a toolkit that can help.

esopassociation.org/advocacy/advocacy-resources

6 Support ESOP PAC

ESOP PAC, like all political action committees (PACs), gathers individual, voluntary donations to then contribute to candidates who champion the cause of employee ownership. You can do this individually, solicit PAC support annually at your company, or coordinate regular payroll deductions. Without political resources, our advocacy efforts can be lost in a sea of other issues. ESOP PAC is one of the most important ways to protect the value of your ESOP.

7 Contribute to the Corporate Council

Not sure that ESOP PAC is right for your company culture, or perhaps you want to contribute in a different way? The Corporate Council represents a group of companies that provide critical financial support for our advocacy efforts. Whether for a special project or general support, Corporate Council members play a key role in our strategic planning and campaigns.

8 Become an ESOP Ambassador, join The ESOP Association's "grasstops" program

Grasstops, as opposed to "grassroots," focuses on opinion leaders or other important leaders who have (or are building) strong connections to elected officials. It's a more "top-down" vs. "bottom-up" approach. Have you already done several things on this list? Then you're doing the work, so join! ESOP Ambassadors get additional communications about advocacy efforts and help build support for legislative efforts.

9 Become a volunteer leader with the Association

Join the Public Policy Council, become a Chapter Vice President of Advocacy, or apply for the Legislative and Regulatory Professional Advisory Committee. You can be part of the discussions and decisions that promote employee ownership.

10 Help fellow employee owners register to vote

Share deadlines and information on how to register, reminders about when and how to vote, and dates of key federal, state, and local elections.