



ESOP Ambassador Toolkit

What is an ESOP Ambassador?

ESOP Ambassadors are leaders within the ESOP community committed to building meaningful relationships with elected officials. Our ESOP Ambassadors are passionate community leaders who have experience working with elected representatives or appointed officials, or who have a desire and the time to cultivate a new relationship.

Why Be an ESOP Ambassador?

Becoming an ESOP Ambassador means stepping into the frontline of advocacy for employee ownership—a cause that directly impacts your livelihood. As someone who experiences the benefits of employee ownership firsthand, you have a unique and powerful voice that resonates with elected officials. Elected officials listen to their voters, especially those with a subject matter expertise and the passion to connect regularly. If you want to protect your ESOP and spread the wealth of employee ownership across the country, then you are the best advocate the ESOP community could ask for. By becoming an ESOP Ambassador, you play a vital role in safeguarding and advancing the principles of employee ownership for your own benefit and the benefit of all.

What Does an ESOP Ambassador Do?

ESOP Ambassadors actively and regularly educate their Member of Congress on issues affecting the ESOP community. They are the most active EOAN members and stay regularly engaged with lawmakers by making phone calls, sending emails or text messages, attending fundraisers, and/or hosting meetings. When you volunteer to serve as an ESOP Ambassador, your goal is to become a primary point of contact for your Member of Congress and assume responsibility for relaying the views of the ESOP community through periodic, targeted communications.

How TEA Will Help

The ESOP Association will provide consistent training and guidance to ESOP Ambassadors through monthly Ambassador Calls. During these remote meetings, Ambassadors will receive information on:

- Specific advocacy tasks to focus on for that month
- Advocacy training from experienced Ambassadors and other grassroots advocates
- Updates on the most important advocacy areas to discuss with your elected officials

TEA also has informational toolkits describing the responsibilities of an ESOP Ambassador:

- How to Host Your Elected Official
- 10 Simple Actions To Support ESOP Advocacy
- Employee Ownership Month Proclamation Request Guide
- 10 Best Things About ESOPs
- Employee Ownership Action Network (EOAN) toolkit

TEA also strongly encourages potential and current ESOP Ambassadors to attend Advocacy Academy and ESOP Advocacy Day in Washington, DC to receive a full day of advocacy training and experience advocating for ESOPs with your Member of Congress in Washington.

Responsibilities of an ESOP Ambassador

Ultimate Ambassador Goals:

1. Connect with your Member of Congress at least four times per year and report these interactions to TEA.
2. Attend at least six Ambassador Calls per year.

Your most important responsibility is to connect with your Member of Congress at least once per quarter and report the interaction to TEA. The most effective connections are done in-person, and there are multiple opportunities to do so throughout the year:

- Invite your Member to visit your company when Congress is in recess
- Attend The ESOP Association's Advocacy Academy and ESOP Advocacy Day
- Attend a fundraiser or political event in your Congressional district
- Request a meeting at your Member's district office to discuss general ESOP issues
- When TEA requests, schedule a call with your Member to discuss a specific, urgent topic

There are also many other ways to advocate for ESOPs apart from connecting with your Member of Congress:

- Encourage the employee owners in your company and other TEA members to join EOAN
- Contribute to ESOP PAC
- Encourage your company to contribute to TEA's Corporate Council
- Petition your State to proclaim October as Employee Ownership Month
- Promote TEA Advocacy programs on social media

Thank You!

Thank you for stepping up to be an ESOP Ambassador and committing to the crucial mission of advancing employee ownership. Your voice and dedication are invaluable in educating policymakers about the life-changing benefits of ESOPs. By building strong, lasting relationships with your elected officials, you ensure that employee ownership remains a priority for lawmakers. The ESOP Association is here to support you every step of the way with resources, training, and opportunities to connect. Together, we can protect and grow the ESOP community for years to come.

Contact the ESOP Advocacy Team

Please reach out to the Government Relations & Public Affairs department with any questions or comments about ESOP Advocacy.

Greg Facchiano

Vice President, Government Relations & Public Affairs
gfacchiano@esopassociation.org

Patrick Russo

Director of Public Policy
prusso@esopassociation.org

To learn more about ESOP Advocacy or to take action, visit esopassociation.org/advocacy.