



Vice President of Advocacy Toolkit

Top Goals for The ESOP Association Vice Presidents of Advocacy (VPAs): Get your REPs in!

- **Recruit:** Ask your fellow members to participate in TEA advocacy programs
- **Educate:** Inform chapter members of the importance of advocacy
- **Participate:** Work within TEA programs to advocate for ESOPs

Recruit

VPAs can encourage your fellow TEA members to get involved in TEA advocacy programs

Ask company leaders to conduct EOAN Drives

Ask ESOP company leaders to encourage everyone at their company to join EOAN

- In-Person: They can make the request at a company meeting
- By Email: They can email their entire company with a link to sign up for EOAN

The TEA Government Relations Team can provide several resources to assist you.

Ask TEA members to sign up for EOAN directly

Ask your fellow TEA members at chapter events to sign up for EOAN.

The VPA that creates the best structure for collecting the most EOAN sign ups at chapter events will receive an award!

Encourage TEA members and companies to financially support TEA advocacy programs

ESOP PAC: a non-partisan Political Action Committee (PAC) that allows the employee ownership community to pool small personal contributions from thousands of donors into larger donations. These individual, voluntary donations help elect and re-elect candidates to Congress who promote the employee ownership agenda.

Corporate Council: Unlike ESOP PAC, Corporate Council can accept corporate donations and cannot contribute to political campaigns. These funds are used to support TEA advocacy programs—for example, costs for Advocacy Academy or legal support for drafting legislative proposals.

The TEA Government Relations Team can provide

- A list of top companies in the chapter to target
- A script for the in-person meeting pitch
- Sample EOAN Drive Emails
- A one-page description of each program and their differences
- EOAN toolkit with detailed info on the program

Educate

You can be a consistent voice reminding TEA members of the importance of advocacy by emphasizing how it affects their lives. Make sure to stay updated on TEA's advocacy programs so you can be a resource to chapter members looking to get involved

Speaking at chapter events

Give the speech below during a general session about the importance of advocacy and how members can get involved.

The detailed script provided covers:

- Why advocacy is important
- Why TEA members should get involved
- How working together can make an impact
- How TEA's advocacy programs make it easy
- Why advocacy is FUN!

Participate

You can participate in advocacy programs internally within TEA and externally with elected officials.

Internal: Participate in the Public Policy Council (PPC)

Attend quarterly meetings to internally shape and guide the public policy initiatives and advocacy activities of TEA.

External: Become an ESOP Ambassador

Attend six 30-minute meetings in a year to be considered an active Ambassador

Connect with your Member of Congress at least four times per year. Some ways to connect are:

- Invite a Member of Congress (MOC) to visit your company or chapter event in August, October, or when they are out of session
- Attend ESOP Advocacy Day and the SRCC January meeting in Washington DC
- Attend an in-district fundraiser or political event
- Request a meeting at an MOC's district office
- When TEA requests, schedule a call with MOC to discuss a specific urgent topic

Bottomline

The PPC helps decide what our goals should be, while ESOP Ambassadors help communicate with elected officials to help achieve our goals. VPs of Advocacy can do both!

Your leadership is essential to mobilizing TEA members, educating others on the importance of advocacy, and ensuring strong participation in programs that protect and promote ESOPs. By recruiting new advocates, amplifying the message of employee ownership, and engaging directly with elected officials, you are helping safeguard the future of ESOPs and the financial well-being of employee owners across the country. The ESOP Association is here to support you with the resources and guidance you need to succeed. Together, we can amplify our collective voice to make a lasting impact for the ESOP community.

Contact the ESOP Advocacy Team

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

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

Chapter General Session Speech for Vice President's of Advocacy

Below is a speech that you can give at the general session of your chapter meetings to communicate the importance of advocacy to TEA members. Feel free to edit for you and your chapter's needs!

"Hello everyone! My name is _____ and I am the Vice President of Advocacy for the _____ Chapter of The ESOP Association.

I am going to take a few minutes today to talk about why you all should participate in TEA's advocacy programs.

First a quick reminder of what Advocacy is.

Advocacy is to protect, defend, and expand government policies that promote the establishment and ongoing operations of ESOPs

Why should employee owners care about government policies effecting ESOPs?

Because we have skin in the game! Our ESOP are one of our most valuable assets.

Government policies directly effect that asset

- The government decides how to tax your ESOP
- The government decides how to value your ESOP
- The government decides whether your ESOP gets sued

Advocacy is our tool to influence those decisions. If your ESOP is one of your most valuable assets, you're going to want to use that tool!

You might be thinking: ok, advocacy sounds important, but why would I help?

Because you have skin in the game! The elected officials that make these decisions want and need to hear from us, their constituents. We are the most effective advocates that ESOPs have!

You might think: How could just one person have an impact?

The ESOP Association makes it easy to band together with your fellow employee owners to amplify the voices of everyone in ESOP community into one unified voice.

- You can start today taking two minutes to join Employee Ownership Action Network (EOAN), a mailing list that makes it easy to contact your elected officials
- Get advocacy training at Advocacy Academy in Washington, DC in May
- Meet with your elected officials in DC on ESOP Advocacy Day
- Contribute to ESOP PAC where small dollar donations combine to make a big impact for ESOPs
- Become an ESOP Ambassador to build a relationship with your elected officials and their staff

There are so many way to participate! And when you participate, we get things done. When we get things done, your livelihood is protected and expanded.

Most importantly, advocacy is fun!

We don't have to be policy experts to get involved in advocacy. The most important skill to have is the ability to tell your own story.

Tell elected officials the story of how your ESOP has benefited you and they will all be ESOP Champions, just like all of us!

If you would like to learn more, reach out to Patrick Russo who manages TEA's grassroots advocacy program or Greg Facchiano who leads the Government Relations Department.