

THE SHOWALTER GROUP, INC.  
ROOTS OF SUCCESS  
The Resource for Grassroots and PAC Productivity  
www.showaltergroup.com

Fall, 2003

Volume 5

Issue 3

*Welcome to the **Roots of Success** newsletter.  
If this message was forwarded to you, you can subscribe to get your own issue*

**In this Issue:**

- How to Avoid the Tripping Point and Maximize Your Advocate Hill and State House Visits, Part Two
- **SAVE THE DATE** — Innovate To Motivate January 20–23, 2004 – South Seas Resort, Captiva Island, Florida. Mark your calendar for this exciting, advanced PAC and grassroots conference!



**Amy Showalter**  
Grassroots and PAC  
Productivity Expert

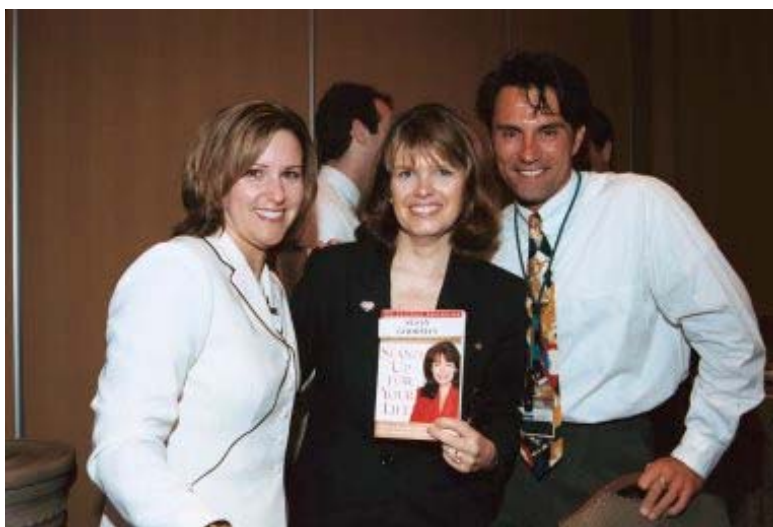
- What People Are Saying About Amy's "How to Be a Motivating PAC and Grassroots Team Leader" Teleclass
- How to Overcome the Challenges of Implementing a Successful Key Contact Program

## Amyism

#43

### **PAC Recruitment:**

*"When we think of "solicitation," the mental picture hardly conjures up welcoming images. By removing the "s" word from your PAC vocabulary, you will subtly alter your PAC's image. Think of recruiting, instead of soliciting, for PAC*



I am privileged to continue my collaboration with Southwest Airlines. Here I am with Susan Goodman, Director, Legislative Awareness and Key Contact Jose Bravo at their "Days on the Hill IV" event. Susan is holding a copy of her latest best-seller. (Susan is the missing identical twin of Life Coach and best-selling author, Cheryl Richardson.)

## Innovate to Motivate 2004 – South Seas Resort, Captiva Island, Florida, January 20–23, 2004

Mark your calendar for this exciting, advanced PAC and grassroots conference!

"Peter, Amy and Tony have the gift of making anyone to whom they are speaking feel worthwhile and valued. They always ask pertinent, on point questions and inspire stretching our thought process."

Pat Tilson, Manager, Legislative Affairs  
Burlington Northern Santa Fe Railway

"I really liked that this conference provides research based tools to build grassroots programs. I also appreciate the opportunity to learn about 'real world' examples of successful, innovative grassroots campaigns and I appreciate the opportunity to network with such successful, innovative people."

Tips  
Booklet!

"Be-  
and  
Fly-Ins  
How to Keep in  
Touch With Your  
Legislators All  
Year."

See sample at  
[www.showaltergroup.com](http://www.showaltergroup.com)

Continued on page 4



"Pitching  
for PAC:  
Using Public  
Speaking  
Secrets to  
Raise  
Awareness  
and Cash"

**CD's Now  
Available**

Order form at  
[www.showaltergroup.com/  
products/](http://www.showaltergroup.com/products/)

## How to Avoid the Tripping Point and Maximize Your Advocate Hill and State House Visits

Grassroots advocate Hill and State House visits are a necessary activity for groups who are serious about impacting the legislative process. Why don't these opportunities create raging grassroots thunder dogs? Why don't the visits result in converted legislators? Read Part Two on page 3.

Missed Part One? Read it online at [www.showaltergroup.com](http://www.showaltergroup.com)

---

### Subscriber Information

This free newsletter is designed to provide beneficial information for those involved in leading grassroots and PAC change. The email list was not purchased. The list is made up of people visiting/registering at our web site and asking for more information, personal contacts, and our speaking audience members. We will not willfully disclose your email address to any outside party without your consent.

To continue receiving the ROOTS OF SUCCESS simply watch your email box for the next issue. If you do not wish to receive future issues of the ROOTS OF SUCCESS, click to send an email to [UNSUBSCRIBE@showaltergroup.com](mailto:UNSUBSCRIBE@showaltergroup.com). Please forward this email to others that may benefit. If you have received a forwarded copy, click here to register to receive direct copies in the future. This material is copyrighted and all rights are reserved. Contact us for rights and guidelines to use this material in trade publications, newsletters, or on your Intranet.

Research-  
Based  
Benchmarking  
Tool/Workshop  
—  
The Showalter  
Group's  
*Fortune*  
"Power 25"  
Grassroots  
Benchmarking  
Inventory

Check it out at  
[www.  
showaltergroup.com](http://www.showaltergroup.com)

### About The Showalter Group, Inc.

The Showalter Group works with associations and corporations that want to increase their grassroots and PAC productivity. We provide highly customized solutions via grassroots consultation, public affairs staff and volunteer training, coaching for public affairs staff, keynote presentations, and grassroots project management.

To book Amy Showalter to speak at your next meeting, or to inquire about our grassroots or PAC consulting services or other products, contact us at:

### The Showalter Group, Inc.

100 East Fifth Street  
Chiquita Center  
Cincinnati, OH 45202

62.7668  
13.553.9777  
[showaltergroup.com](http://showaltergroup.com)  
[showaltergroup.com](http://showaltergroup.com)

## How to Avoid the Tripping Point During Your Advocate Hill and State House Visits – Part Two

### Utilizing the Science of Influence – For Advocates *and* Professional Lobbyists

There are scores of tools in the influence toolbox, and the savvy agent knows how to use the right tool for a particular client and situation. That said, we've noticed that there are some tools that work particularly well for political advocacy across a range of situations. Among them are *trust building, proximity, metaphor, and narrative*.

Trust building is the essential ingredient in credibility, but it's a skill that's often overlooked while attempting to demonstrate expertise. The social sciences have identified several tactics that can establish trustworthiness rapidly. We focus on trust building skills with authority figures, such as doctors, scientists, senior organization leaders and business owners.

Proximity is a humble tool whose power is often underestimated, particularly in an age of mass communications and push-button correspondence. *Over and over again, the research literature – and experience – demonstrates the power of face-to-face communication*. This is why it's critical to facilitate your advocate's consistent face-to-face interaction with their legislators, beyond fly-ins and fund-raisers.

Metaphor is a fast-track route to influence, and requires remarkably little thought on the part of the prospect. An appropriate metaphor will cause a new topic to be perceived as similar to a previous topic, and when this match occurs, the prospect *self-persuades*.

Finally, narrative—telling a story—is a rich and profoundly powerful way to persuade. We believe that narrative is a “stealth” tactic because its persuadability is largely unnoticed, while being both pleasurable and engaging to hear. This is exactly the tactic we taught to the hospitality industry. The naturally non-confrontational advocates were more comfortable with telling their personal stories than reciting facts and statistics.

Our advocates are high-altitude people. They are competent at brokering the deal, making the sale, and persuading recalcitrant subordinates. We are wasting their strengths, and hampering our legislative agendas, when we don't truly equip them to make a difference.

*Copyright, 2003, Amy Showalter and Kelton Rhoads, Ph.D.  
The Showalter Group, Inc. works with organizations  
to improve their grassroots, lobbying, and PAC  
performance. 513.762.7668  
www.showaltergroup.com*

---

---

## CD's Available: "Pitching for PAC: Using Public Speaking Secrets to Raise Awareness and Cash"

Amy's TeleClass with guest expert Vickie Sullivan revealed what you must do beyond Power Point presentations to leverage each PAC recruitment presentation. Find out:

- a process for leveraging every speaking opportunity for more PAC contributions
- three strategies to make sure your speech generates more contributions
- why public speaking is a powerful fundraising tool
- the difference between speaking well and speaking effectively
- why audience members are attending your meeting (and how to use their agenda to your advantage)

*"The concept of having "conversations about conversations" was interesting. . . I will share this concept and other ideas with my colleagues as we map out our strategy."*

*–Ken Maestas  
PNM Communications Group  
Albuquerque, New Mexico*

(For order form, log on to [www.showaltergroup.com](http://www.showaltergroup.com))

---

## How to Overcome the Challenges of Implementing a Successful Key Contact Program

Most government relations professionals agree that an efficient Key Contact program yields legislative results. However, many Key Contact programs are nothing more than an annual training, a manual that sits on the shelf, and names in a database. Many Key Contact program shortcomings lie not in the program strategy, but in the implementation process.

If you have an existing Key Contact program that is not performing up to your standards, or if you are planning to develop a Key Contact program, you need to join Amy's September 30th TeleClass, "**How to Overcome the Challenges of Implementing a Successful Key Contact Program.**"

Sign up online at [www.showaltergroup.com](http://www.showaltergroup.com)

## What People are Saying About Amy's "How to Be a Motivating PAC and Grassroots Team Leader" Teleclass

"I thought the program was great, Amy covered all the bases! I found most valuable Amy's discussion on the importance of acknowledging PAC/grassroots supporters. Sounds simple, but many PAC and grassroots professionals overlook this. I plan to shift our operation to focus more on personal relationships with our supporters."

Roman Gabriel  
Prudential

"As always, Amy offered a great learning moment. I really liked Amy's suggestions for different ways to say thank you. I also liked her recommendation to write down at least one thing a week that went well with our program and/or members. It's remembering what our strengths are that keeps our attitude on track. This class helped me refocus on the most important part of our program: our advocates."

Meaghan Killion  
Manager, Legislative Affairs  
International Dairy Foods Association

"Amy gave us valuable reminders that it's not just the message, but how it's delivered, that moves people to action."

Ken Wingert  
Regional Political Manager  
Associated Builders and Contractors

---

Continued from page 1

"The Influence Dimension" was the most valuable session because it provided rationale and various communication techniques used to persuade an audience. The information gained at the conference will serve as a reference point to enhance our current programs."

Renee T. Walker  
Manager, Government Affairs  
Kelly Services, Inc.

"My intuition on PAC and grassroots management was validated by the research and various presenters. Tony, Amy, and Peter are all very knowledgeable, experienced and committed to this field. Whenever I spend any time with them, I learn. They're masters!"

Lisa McGuire, Vice President,  
Government and Community Relations  
Peoples Bank

"The skills development aspect of the conference creates new dimensions and action plans."

John Chamberlain, Vice President  
The Soft Edge, Inc.

---