

Advocacy Case Study

How Can Advocacy Services Help Your Chamber?

At a glance

The **Cabarrus Chamber** sought ways to increase value to their members while reducing their staff headcount. We contracted with them to provide advocacy consulting.



Lumin Strategies built an Advocacy program for our chamber that creates value for our members and improves the policy climate for all businesses.
- Barbi Jones, Executive Director, Cabarrus Chamber



Outsource Advocacy Services

Lumin Strategies provides effective solutions for your organization's advocacy efforts as a full-time resource without needing the capacity to do so.

We can help you build an advocacy program or enhance your existing advocacy program to connect and add value to your membership.



www.luminstrat.com



57 Union St S, Concord, NC 28025

CHALLENGES



The Cabarrus Chamber of Commerce sought ways to provide greater value to their members while reducing their staff headcount. They reached out to Lumin Strategies in 2017 to provide advocacy consulting and work as an extension of the staff to help the leadership decide when and how to weigh in on legislation and provide regular updates to the board of directors.

SOLUTIONS



Through our client intake process, we identified their key advocacy needs and a way to deliver more value to members.



State Legislative Agendas



Session Video Updates



Programming Assistance

IMPROVEMENTS



- State Legislative Agendas**

We work with their volunteers to craft a concise, actionable, state legislative agenda for each North Carolina General Assembly session.
- Session Video Updates**

We provide weekly video updates throughout the session, keeping members informed of what business-impacting legislation is being considered.
- Programming Assistance**

We assist in programming an annual legislative breakfast, creating presentations on the electoral landscape, and presenting at the Chamber's annual meeting.