



RenUSA Service Guide

Community Engagement Advocacy & Coalition Building Frontline Communications Training



Grassroots Mobilization

- Grassroots Mobilization
- Grassroots Campaign Development
- Grassroots Event Coordination
- Advocate/Supporter Recruitment
- Advocate/Supporter Mobilization



Local Lobbying

- Government Affairs Strategy
- Legislative Analysis and Monitoring
- Lobbying Compliance and Reporting
- Advocacy on Regulatory Matters
- Political Strategy
- TAG Member and Partner (for State and Federal Lobbying)



Political Campaign Consulting

- PAC Management and Compliance
- Grassroots Lobbying Strategy
- Political Risk Assessments



Stakeholder Engagement and Coalition Building

- Comprehensive Stakeholder Mapping
- Identifying Potential Allies and Opponents
- Public Perception Analysis
- Stakeholder Outreach and Communication
- Issue Identification and Mitigation
- Building and Managing Coalitions
- Issue-Based Coalition Strategy
- Coalition Communication Plans
- Conflict Resolution and Consensus Building



Digital Advocacy and Monitoring

- Online Campaign Strategy
- Social Media Management
- Content Creation
- Ad Placement
- Email Campaigns
- Online Reputation Management
- Opposition Tracking and Monitoring
- Digital and Press Monitoring
- Digital Competitor Analyses

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External Communications and Media Relations

- Media Outreach and Monitoring
- Crisis Communication Strategy
- Materials Development
- Messaging Development
- Mail Programs
- Earned and Paid Media
- Print and Radio Ad Programs
- Media Plans



Event Planning

- Public Information Sessions
- Advocacy Events and Workshops
- Policy Forums and Panel Discussions
- Stakeholder Engagement Events
- Community Meeting Facilitation
- Virtual Event Planning and Facilitation
- Signed/Unsigned Landowner Events



Policy Research and Analysis

- Land Use Policy Research
- Impact Assessment Studies
- Regulatory Analysis
- Legislative Analysis and Bill Tracking



Paid Field

- Signature/Petition Gathering
- Voter/Constituent Contact Programs
- Door Knocking (Canvassing Programs)
- Paid Phones/Volunteer Phones



Trainings

- Frontline Communications Training
- Media Spokesperson Training
- Stakeholder Engagement Training
- Grassroots Mobilization Workshops
- Lobbying and Advocacy Training



Data and Research

- Desktop Analyses
- Political Risk Assessments
- Comprehensive Stakeholder Mapping
- Public Perception Analysis
- Surveys and Polling (Issue and ID Polls)
- Data Visualization

Let's Connect

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