



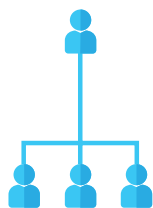
## TRANSFORM ALLIES INTO ADVOCATES™

**Outreach Experts** integrates field, digital and social tactics to overcome opposition to transmission lines, build authentic community relationships and generate support for energy projects.

We create tailored advocacy campaigns and public engagement plans—aligned with the project development time line and regulatory process — that earn public licenses and permits.

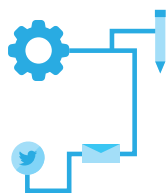


### ENGAGING COMMUNITIES | GENERATING ADVOCACY | DRIVING RESULTS



#### ENGAGING COMMUNITIES

We develop inclusive stakeholder participation plans, customized stakeholder management systems and communications to drive engagement.



#### GENERATING ADVOCACY

We use innovative technology to identify allies and create easy pathways for them to take action: spread awareness, sign petitions, and directly contact federal regulators and key decision makers.

#### DRIVING RESULTS

We mobilize thousands of allies and advocates to take action to earn green lights for transmission line projects across the country.



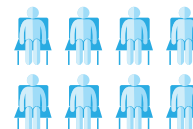
**IDENTIFY SOCIAL ADVOCATES**



**MOBILIZE REGULATORY ACTIONS**



**FACILITATE COMMUNITY DIALOGUE**



**DRIVE MEETING ATTENDANCE**



# WE INTEGRATE FIELD > DIGITAL > SOCIAL TAKE A LOOK IN OUR TOOLBOX

We are IAP2 certified public participation experts. We pull from a large box of tactics and tools to be a valuable partner to transmission line clients. [Here's an overview of Outreach Experts' capabilities.](#)

## CAPABILITIES



### RESEARCH

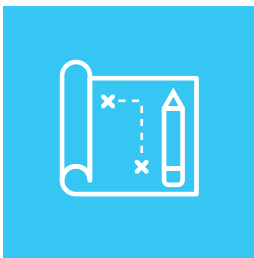
Utilizing innovative data collection tools and real-world research to identify allies and gain valuable insights about stakeholders.

- STAKEHOLDER MAPPING
- DATA COLLECTION
- STAKEHOLDER ID & ANALYSIS
- FIELD & ONLINE SURVEYS

### STRATEGY

Developing comprehensive strategies to educate, engage and activate your stakeholders and build mutual relationships.

- PUBLIC PARTICIPATION PLANNING
- COMMUNICATIONS
- EXPERIENCE DEVELOPMENT
- PARTNERSHIP DEVELOPMENT



### FIELD

Building authentic stakeholder relationships, empowering advocacy leaders, mobilizing allies to take direct actions and earning public permissions.

- FIELD OUTREACH
- COMMUNITY ENGAGEMENT
- FACILITATION & STAFFING
- GRASSROOTS & DIGITAL ORGANIZING

### CREATIVE

Cutting through the noise with creative solutions that amplify your message and inspire your allies to use their voice.

- BRANDING & DESIGN
- WEBSITE & APP DEVELOPMENT
- STORYTELLING
- COMMUNICATIONS



### TOOLS

Integrating leading technology with traditional media to increase advocacy and influence key decisions.

- CRM
- EMAIL
- MOBILE TOOLS
- VIDEO
- SOCIAL
- TELEPHONE

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