



Advocacy and Activation

DIGITAL GRASSROOTS AND PAID MEDIA

Reservoir's digital advocacy is grounded in our expertise, experience and relationships, allowing us to reach, engage and mobilize diverse audiences with messages that resonate and break through the noise.

Based on our deep understanding of the healthcare landscape at the national and state level, we tailor every campaign to actionable and meaningful goals. Whether its building awareness of an issue, driving sustained surround sound or encouraging audiences to mobilize around critical policies, our approach centers on efficiently and effectively reaching the influencers who matter.

ESTABLISHING A DIGITAL BRAND & MOBILIZATION INFRASTRUCTURE

Reservoir builds strong brands for coalitions and discrete advocacy campaigns by establishing a clear, unifying call to action and set of shared goals that resonate across stakeholder groups and drive action among policymakers and regulators. To do this, our experts develop a distinct visual identity, name, and voice that reflects the mission and purpose of the campaign and create tools such as branded digital and print assets, a centralized advocacy hub, and dedicated social media channels.

Centralized Advocacy Hub

Reservoir ensures campaign resources are easy to access by creating a centralized digital hub to house content and engage both constituents and state policymakers. The hub includes a mix of assets including:

- ▶ Action-driven engagement tools including emails and social posts
- ▶ Short explainer videos to explain the issue in simple terms
- ▶ Infographics and one-pagers featuring state-specific data
- ▶ Personal stories by individuals and influencers that can bring to life the real-world impact of the issue

Reservoir tailors all content to reflect each state's policy environment, using trusted messengers and local context to increase relevance and urgency. By consolidating messaging and resources in one place, the campaign can maintain message consistency and streamline digital outreach.

Action Oriented Recruitment and Mobilization Platforms

Reservoir leverages advocate recruitment platforms and activation tools to:

- ▶ Identify KOLs including target policymakers and legislative committees
- ▶ Coalesce and mobilize grassroots supporters
- ▶ Facilitating direct engagement with state and federal policymakers.
- ▶ Deliver personalized messages through text, email, or social media

Reservoir helps campaigns drive participation, amplify constituent voices and create a scalable, data-driven infrastructure that turns public support into legislative action by integrating recruitment and activation tools into:



Campaign
emails



Social
media
posts



Influencer
engagements



Paid
advertising

LEVERAGING PROPRIETARY AUDIENCE INTELLIGENCE



Reservoir utilizes its proprietary audience intelligence platform PRISM, an advanced audience segmentation tool, including custom data sets, to develop granular targeting strategies to reach those most persuadable on key issues.

This customized approach to audience segmentation helps facilitate highly efficient use of paid media dollars by ensuring advertising and broader campaign messages reach and resonate with the right voter segments and opinion leaders who can influence legislative action.

DEPLOYING SCALABLE PAID MEDIA TO AMPLIFY ADVOCACY EFFORTS

Leveraging a mix of digital and traditional tactics, Reservoir tailors each state-level grassroots paid media strategy to the unique goals of each campaign focused on reaching key constituencies and influencing policymakers. Whether it be building awareness or driving action, our experts select tactics based on where audience segments are most likely to consume their media and customize accordingly to support audience reach goals.

Digital Advertising

- Direct and programmatic display and online video (OLV)
- Connected (CTV) and streaming (OTT) television
- Geo targeting and retargeting
- Digital out of home (OOH)
- Newsletter sponsorships
- Paid social (e.g., Facebook, Instagram, YouTube)
- Paid search engine marketing (SEM)

Traditional Advertising

- Direct mail
- Linear television
- Print advertising
- Tactical out of home
- Terrestrial radio

Advertising is scaleable—from a small pilot in a few districts to a fully integrated statewide push. Throughout the campaign, our experts continuously evaluate performance against overall objectives and goals which includes optimizing key metrics such as cost per action and audience engagement.

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