

## PROJECT 21: AN ALCOHOL INDUSTRY ALLIANCE WSWA STATE ADVISORY COUNCIL TOOLKIT

This toolkit is designed to help you take advantage of WSWA's new and growing grassroots network – Project 21.

**Project 21** is an online platform tool that can be used to amplify your messaging and connect your employees or members of your state association directly to local lawmakers, regulators, and elected officials in as little as eight seconds!

Below we walk you through exactly what Project 21 is, what it can do for you, and how to create a simple and effective campaign with your employees and WSWA.



Project 21 is on a Mission to  
Deliver the 21<sup>st</sup> Amendment into  
the 21<sup>st</sup> Century.

At its very core, the 21st Amendment established a regulated, three tier system, providing states the right to regulate alcohol within its borders. Our network of industry professionals advocate for the businesses that form the backbone of America's alcohol supply chain and support the most diverse, smartly regulated alcohol marketplace in the world.

## WHAT IS PROJECT 21: AN ALCOHOL INDUSTRY ALLIANCE

**Project 21 is a grassroots network** providing a platform for professionals at all levels of the American beverage alcohol industry to use their voice to deliver consumer safety, choice and value while ensuring that alcohol regulation and innovation coexist in today's dynamic marketplace.

All of Project 21's campaigns fall within **three pillars of advocacy**:



**This initiative is brought to you by Wine & Spirits Wholesalers of America (WSWA).** America's family-owned wine and spirits wholesalers are at the nexus of the most well-regulated alcohol system in the world and are a vital link to bringing an ever-expanding variety of brands from around the world to local marketplaces. Distributors partner with domestic and international licensed producers to provide consumers with unmatched choice and serve as the logistics arm of the U.S. alcohol supply chain, providing brand expertise and more to their licensed retail partners across the country.

**Are you a member of Project 21?**

If not, join today: [www.project21alliance.com](http://www.project21alliance.com)

# WHAT CAN PROJECT 21 DO FOR ME?

Project 21 is a tool that can be used to amplify your messaging and connect members of your state association directly to local lawmakers, regulators, and elected officials in as little as eight seconds! WSWA will work with you to determine which type of campaign is best suited to meet your needs:

## TAKE ACTION CAMPAIGN

E-mail, call, or text local elected officials or regulators or connect to public comment dockets.

A Take Action Campaign allows your members/employees to directly connect to state senators, representatives or attorneys general. It also gives participants the ability to quickly personalize a pre-drafted letter to amplify your message. This can also be used to directly submit pre-drafted comments to public comment dockets.

Below is an example of what a “Take Action” campaign fighting tax increases in Texas might look like. Participants fill out the necessary information and submit the pre-drafted letter in less than eight seconds or can take time to personalize the pre-drafted letter with their own experiences or impact from the bill.

This is where Project 21 states your ask and explains why this issue is important to wholesalers!

**PROJECT 21**  
*An Alcohol Industry Alliance*

**TAKE ACTION: Oppose Alcohol Tax Increase**

As a Texas constituent in the wholesale business, this is your chance to make your collective voice heard on a proposed tax increase on alcohol.

Evidence shows this proposal will negatively impact wholesaler jobs. Local, family-owned distributors play an important role in Texas, by ensuring consumer safety and integrity of the products distributed and available to the consumer on retail shelves – along with our role in ensuring accurate tax collection. Wholesalers employ 6,387 people in the state, with an average salary of \$587 Million in wages.

The proposed wine and spirits tax increase will have unintended consequences and could end up costing the state of Texas \$839.8 million in economic activity instead of raising revenue, due to a decline in sales. Not to mention drive cross border activity into other states further decreasing sales and tax revenue in our state!

It takes 8 seconds to sign up and write your state representative.

Raising or adding new taxes in the middle of a pandemic is bad for business and bad our state's economy.

Join Project 21 to fight this tax increase proposal!

**Send an email to your officials with one click!**

Title

Full Name

Address

Zip  city and state not required

Phone

Email

Unique messages are more likely to be read by your officials. Write your own message or edit the template below before sending.

Subject: Save Jobs: Oppose the Unintended Consequences of a Tax Hike on American, Family Owned Businesses

As your constituent and an employee of (wholesaler name of Texas) for 15 years, I want to bring to your attention my concerns with the proposed tax increase. I believe the evidence shows the proposal will negatively impact jobs in your district – including mine. Local, Family-owned distributors (Like Company X) play an important role in Texas, by ensuring consumer

Send me emails about this campaign

Send me text messages about this campaign

The Project 21 platform needs simple information to power our campaigns!

Here is where participants can read and email the pre-drafted letter to their representative or can personalize it with more information.

## STAKEHOLDER CAMPAIGN

Who do you know?

A Stakeholder Campaign asks participants to share personal or professional relationships they have with local lawmakers, regulators, or elected officials to help map a wholesaler advocacy network.

This is an example of what a “Stakeholder” campaign might look like and the type of information it asks.

PROJECT 21  
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At its very core, the 21st Amendment established a regulated, three tier system, providing states the right to regulate alcohol within its borders. Our network of industry professionals are advocates for the businesses that form the backbone of America's alcohol supply chain and support the most diverse, smartly regulated alcohol marketplace in the world.

If you have a personal connection with your elected official or another policymaker, let us know here!

Title \* ▾

Full Name \*

Address \*

Zip \* ▾

Phone \*

Email \*

Next

Send me emails about this campaign

Sen. Cathleen Galgiani (D-California)

How would you rate your relationship?  
Select rating \* ▾

How do you know them?  
This person is a... \* ▾

Please tell us more about your relationship.  
I met them at... \*

Submit Relationship

Subject to [Privacy Policy](#)

Find the lawmakers and influencers you have a personal relationship with.

Search lawmakers and policy influencers

State

Governor Gavin Newsom (D-California) +

Lieutenant Governor Eleini Kounalakis (D-California) +

Sen. Cathleen Galgiani (D-California) +

Assemblymember Heath Flora (R-California) +

Local

Mayor Ted Brandvold (California) +

Subject to [Privacy Policy](#)

## PETITION CAMPAIGN

Give members the ability to sign a virtual petition.

A Petition Campaign is great if there is no immediate legislative ask and can be a good way to garner support or opposition and keep your grassroots network active!

## GETTING STARTED WITH PROJECT 21

### **STEP ONE – Contact WSWA to Initiate a Campaign.**

Contact your member of the WSWA State Affairs Team via email and let them know that you would like to run a Project 21 campaign in your state – the team will help you vet your request and move forward with the process. To start a campaign, all WSWA members in your state must be aligned on the campaign issue before WSWA can assist in coordinating a campaign.

**Chelsea Crucitti** ([chelsea.crucitti@wswa.org](mailto:chelsea.crucitti@wswa.org)) – Control States

**Audrey Ramsden** ([audrey.ramsden@wswa.org](mailto:audrey.ramsden@wswa.org)) – Alaska, Arkansas, California, Colorado, Hawaii, Kansas, Minnesota, Missouri, Nevada, New Mexico, Washington, and Wisconsin

**Willis Reid** ([willis.reid@wswa.org](mailto:willis.reid@wswa.org)) – Arizona, Connecticut Florida, Indiana, Louisiana, New York, North Dakota, Rhode Island, South Dakota, Tennessee, and Texas

**Colin Phillips** ([colin.phillips@wswa.org](mailto:colin.phillips@wswa.org)) - DC, Georgia, Illinois, Kentucky, Maryland, Delaware, Massachusetts, Nebraska, New Jersey, Oklahoma, and South Carolina

### **STEP TWO - Determine your audience and what type of campaign is best for you!**

WSWA will walk you through who your best target audience is (State Representatives, State Senator, Governor, Attorney General, etc.), what type of campaign will best amplify your key messages, and a launch date. Most campaigns run at the state level will be “Take Action” Campaigns.

### **STEP THREE - Draft your campaign language!**

Send your draft campaign language to your WSWA point of contact **5-10 business days** before you would like your campaign to launch. The team will work with you to edit and finalize the language before creating your final campaign site and link.

### **STEP FOUR - Launch your campaign!**

WSWA will provide you with a link to your campaign that you can distribute through your network.