

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.



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



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:

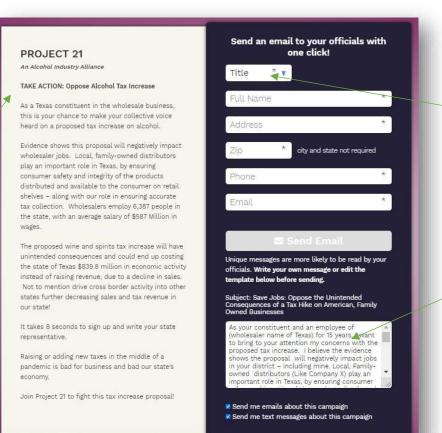
TAKE ACTION CAMPAIGN

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!



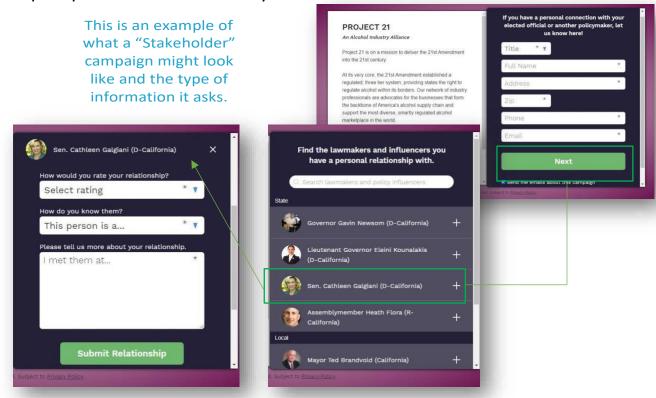
The Project 21 platform needs simple information to power our campaigns!

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.



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.

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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.