

**GRAND PIONEER AWARD**  
**Grassroots Activity Update Form**

Check the boxes that apply to the feedback you wish to share with IDFA and explain in the space provided under each category. Feel free to attach supporting documents or additional sheets if necessary. Contact Ashley Burch at 202-220-3534 or aburch@idfa.org with any questions.

**Education on Dairy Industry Issues**

- Integrating grassroots messages into overall company communications plan and corporate culture (2 points)
- Disseminating issue papers, IDFA *News Update* stories, action alerts and IDFA website information to company executives and employees (3 points)
- Incorporating dairy issue updates into company meetings: company board meetings, executive staff meetings, national sales meetings, regional group meetings, general staff meetings (5 points)

**FEEDBACK:**

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**Cultivation of Legislators & Advocates**

- Conduct face to face legislator meetings in Washington DC/district office (3 points)
- Provide opportunities for employee interaction with local, state and/or federal lawmakers through plant tours or company special events in the state (7 points)
- One or more employees attend IDFA's Washington Conference (3 points)
- Host political fundraisers or meet and greets for congressional representatives (7 points)

**FEEDBACK:**

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**Motivation of Legislators & Advocates**

- Feedback from lawmakers on company grassroots efforts (5 points)
- Company response to IDFA action alerts: letters, emails, phone calls, meetings (9 points)
- Results of company grassroots activity: favorable vote, position, co-sponsorship of priority dairy bill (10 points)
- Positive media coverage of any grassroots events (3 points)
- Positive feedback from employees regarding company grassroots efforts (3 points)

**FEEDBACK:**

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