

GROUND GAME

The Georgia ground game.

Grasstops relationships in all 159 counties. Grassroots that shows up at the Capitol. Delivered by the principals, not handed to an associate.

WHO WE BUILD THE GROUND GAME FOR

Georgia associations and companies

You have an issue in the 2027 session and you are not sure who is carrying it, or whether the person carrying it knows your members in the freshman's district.

National firms and corporate state-affairs teams

Your national push is landing in Georgia and someone still has to knock on the county commission's door. Hire the Georgia field directly.

WHAT THE GROUND GAME IS MADE OF

Grasstops in 159 counties

We know the mayor, the commission chair, the EMC manager, the chamber director, and the hospital CEO in the district: the people whose call the legislator returns.

Grassroots that ends in testimony

The people we recruit become committee witnesses, constituent calls, and letters in the member's hometown paper, not impressions in Atlanta. We find them, coach them, and put them in front of the right people ourselves.

Principal-delivered

The people you meet are the people in the county seat and the people at the Capitol. Two principals. No hand-off.

WHO DOES THE WORK

Bernard Reynolds ran civic participation work across all 159 Georgia counties and 550+ municipalities at the Department of Community Affairs, and directed state and federal affairs for Georgia EMC's 42 cooperatives and their four-million-member advocacy network.

WHAT THE WORK LOOKS LIKE IN THE FIELD

Patients and local providers in the room with Congress

Five years of Georgia roundtables that put patients, caregivers, and local providers in front of House and Senate offices, backed by letters to the editor and written follow-up.

Retirees who met their own representatives

Retired teachers and other seniors met congressional staff in Georgia, wrote letters for community papers, and gave a national group a clean count of what really happened.

Closing the loop before a House vote

Constituent letters, nonprofit and faith-community supporters, and a direct contact with a Georgia House member immediately before the vote on a federal food-security bill.

The Freshman Relationship Program

Between November 9 and January 11 we map the grasstops around every freshman legislator on your list and get you in front of them in their home community, before session, not during it.