

Issue Advocacy At Fenton

Issue Advocacy Practice Area Overview

2023

Fenton 

Fenton Overview

We are the first national communications agency dedicated exclusively to advancing social issues and causes.

For more than 40 years, our team of experts has helped to shape national health policy, fight voter suppression, protect reproductive rights, advance racial equity, expand economic opportunity, liberate the LGBTQ+ community, demand climate action and more.

We partner with clients to spark movements, change minds, influence behaviors, advance policies, and support communities to create a more just, healthy and equitable world.



A Mission-driven Communications Agency

Since our start, Fenton has worked alongside the world's leading organizations to bring social change.

Our issue advocacy practice continues this legacy by partnering with nonprofits, foundations, government agencies and other groups to tackle some of the biggest issues of our time, including climate change, criminal legal system reform, decarceration, economic justice, education, health care reform, immigrant rights, LGBTQ equality, poverty, women's rights, and more.





Powered by passion. Driven by results.

Our team is known for its unwavering commitment to our partners and — from day one — being a trusted collaborator and co-creator using surround-sound communications strategies to achieve their goals.



Core Competencies

While our services are tailored specifically to each partner, we are a one-stop communications shop, providing a full range of services, including but not limited to:

- Paid advertising(including broadcast, digital, print, radio and out-of-home)
- Crisis communications
- Creative design(including collateral, brands, logos, and signage)
- Earned media
- Executive communications and thought leadership
- Grassroots coalition building
- Internal communications
- Legal and litigation counsel
- Media training
- Message development
- Crisis Communications and reputation management
- Research
- Social media
- Scenario planning
- Strategic communications
- Videos and documentaries
- Website design



Issue Area Expertise

For decades, we have built and executed high-profile campaigns to reach key audiences, change public discourse, and in turn, change the world. We have expertise and a deep understanding of the complexities and nuances of the issues in which we work. Moreover, we bring not just expertise, but passion and personal connection to the causes we help our clients champion.

Working together, we are confident that we will help you achieve your goals.

We partner with movement builders to enact progress on issues that include but are not limited to:

- Children, youth, and families
- Climate change
- Criminal legal system
- Decarceration
- Economic justice
- Education
- Environment
- Gun safety
- Health care
- Housing
- Immigrant & refugee rights
- Labor and worker rights
- LGBTQ+ equality
- Poverty
- Reproductive rights
- Substance use harm reduction
- Veterans



Diversity, Equity & Inclusion at Fenton

Fenton is an anti-racist and intersectional organization that prioritizes the needs of those who have been historically marginalized or oppressed.

We do the work of creating positive social change as an act of repairing the harm done to those who have been and are currently disenfranchised and to build a workforce that more accurately reflects the vast diversity of our world.

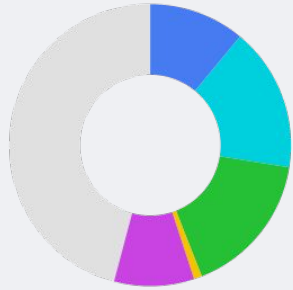
We believe to truly create change that dismantles white supremacy, racism, misogyny, xenophobia, homophobia, transphobia, heteronormativity, ableism, classism, religious discrimination and other forms of oppression, we must learn from the wisdom of those whose identities and experiences closely align with the problems we see today. And we honor the value of their lived experiences — domestically and globally — by continually building and sustaining a workplace that is inclusive and rooted in justice and equity.

We make this statement not as a concluding point of our collective journey. Rather, we have much to learn and are committed to the learning — and more importantly, the doing. **This statement enshrines Fenton's accountability to these words and this work.**



Our Racial and Gender Diversity

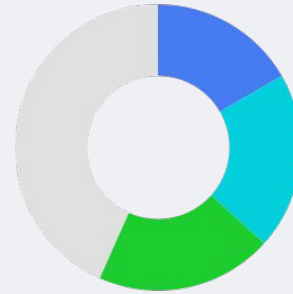
ALL STAFF



12 asian, 18 black or african american, 18 latinx,
1 native hawaiian & pacific islander, 10 two or more races, 50 white

NATIONAL AVERAGE:19% PEOPLE OF COLOR, 81% WHITE

LEADERSHIP



5 asian, 5 black or african american, 6 latinx, 13 white

Source: Diversity Action Alliance. 2020 & 2021 Race And Ethnicity. In Public Relations And Communications Benchmark Report.

DEI TASK FORCE

In 2019 Fenton created the DEI Task Force, a body of staff dedicated to ensuring our agency lives its values. The team includes a diverse mix of staff across all levels within the firm including our CEO and CPO. A DEI roadmap that we developed with staff input details agency goals and an action plan to operationalize inclusive practices. [Fenton's DEI statement is found here.](#)

ERGs

Fenton also supports five active staff-led employee resource groups (ERGs) which create community, provide programming and social events: **The Asiancy** (AAPI Staff), **BERG** (Black staff); **Palante** (Latine staff); **Prism** (LGBTQIA+ staff); and **WoOf — Women Of Fenton** (Women-identifying staff).



Color Of Change designs campaigns powerful enough to end practices that unfairly hold Black people back, and champion solutions that move us all forward.

CLIENT SPOTLIGHT

Color Of Change

Fenton partnered with Color Of Change in 2020 following the murder of George Floyd at the hands of the police. Over this tumultuous year, we worked with the organization to garner media coverage that would help enact real, lasting change for Black people in America. Despite a crowded media landscape, Fenton landed several thought leadership pieces for Color Of Change's senior leadership team, including in The New York Times, CNN, and USA Today. Because of this extensive media coverage, Color Of Change became a household name and was able to drive conversations around policing, criminal legal reform, and depictions of police in Hollywood. Today, Color Of Change remains one of the leading racial justice organizations in the country and continues to partner with Fenton on its all-important work.





CLIENT SPOTLIGHT

Carton Council: Using Digital to Build Community and Encourage Carton Recycling

As a long-term partner of Carton Council, we've executed multi-channel digital education and engagement campaigns to grow the organization's digital footprint and online community so more consumers can gain access to information on carton recycling and ultimately help increase the number of people committed to recycling their cartons.

In order to increase awareness of carton recycling and build CCNA's online community, Fenton deployed a robust digital campaign to reach national audiences online with a steady drumbeat of social media content, emails, and through paid media efforts.

Fenton's multi-channel digital education and engagement campaigns successfully reached national audiences, growing CCNA's digital footprint and deepening engagement with online communities. Our organic social media strategy generated above industry-standard engagement rates across Facebook at 3.2% and Instagram at 3.7%. Most notably, on Facebook, CCNA now has over 47,000 page likes and almost 1,000 members in the Carton Recycling Champions Facebook group.

CCNA continues to have a highly engaged email program, generating 23% open rates and 9% click rates, which is on par with nonprofit industry standards.

Since 2014, Fenton has helped Carton Council North America build an engaged community online and raise awareness about why carton recycling is important.





Food Bank For New York City has been working to end food poverty in our five boroughs since 1983. As the city's largest hunger-relief organization, we employ a multifaceted approach centered on helping low-income New Yorkers overcome their circumstances and achieve greater independence.

CLIENT SPOTLIGHT

Food Bank For New York City

In 2023, Food Bank For New York City sought to raise visibility of a federal reduction in SNAP benefits while also highlighting the services they offer to New Yorkers in need. As the media began covering this issue, Fenton — Food Bank's agency of record — secured interviews for the organization's spokespeople and clients to tell both the national story and the impacted person's perspective. Fenton secured placements in local New York City press including Gothamist, New York Daily News, and ABC 7, as well as national stories in top-tier outlets like CBS This Morning, Business Insider, TIME, and BBC. We also wrote, edited, and placed an op-ed for the Daily News that highlighted the ongoing SNAP cuts crisis and the need for policy solutions to address hunger.



CLIENT SPOTLIGHT

YAI

To raise the visibility of YAI and position the organization as a leader in the I/DD space, Fenton designed a unique multi-pronged communications plan to strategically reach new audiences and engage its existing audiences more deeply.

The surround-sound communications approach includes innovative digital, advertising, earned media, social media, branding and thought leadership strategies that place the individuals YAI serves at the forefront of all communications. A steady cadence of human-centered communications celebrate the individuality and dignity of all people with I/DD through uplifting, emotional stories and visuals that shows how YAI provides them with the supports to live full lives, regardless of ability.



Seeing beyond disability.

YAI and its network of affiliate agencies offer children and adults with intellectual and developmental disabilities (I/DD) a comprehensive range of services.





CLIENT SPOTLIGHT

Serving the Many Needs of Los Angeles County

Fenton has deep roots in Los Angeles County and government agencies frequently engage us to support the needs of the County's residents. Our recent projects include:

- **Census Participation:** Fenton oversaw L.A. County's 2020 Census campaign, using a comprehensive communications strategy, multilingual social media and digital campaigns, an online toolkit, geotargeted ads and direct mail to reach 500,000 households in low-response areas.
- **Voter Engagement:** Since 2020, Fenton has worked with the LA County Registrar-Recorder/County Clerk's Office to shift voting behavior towards voting by mail. In Fall 2022, we placed nearly \$4 million in ads, garnering 102 million impressions, and we sent more than 23 million emails and texts. Fenton also developed innovative digital toolkits in 13 languages to engage residents. The campaigns were overwhelmingly successful, with vote-by-mail ballot use skyrocketing to 80%.
- **Taxpayer Outreach:** Fenton partnered with the L.A. County Department of Consumer and Business Affairs to help residents access free tax preparation assistance and claim key tax credits. Using messaging, customizable materials, multilingual social content and a multiplatform ad campaign, we canvassed more than 8,500 people, garnered 6 million impressions and aired more than 400 radio segments.

As a subdivision of the state, the County is charged with providing numerous services that affect the lives of all residents, including law enforcement, tax collection, public health protection, public social services, elections and flood control.



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