

Political Advocacy At Fenton

Political 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.



The go-to agency for the progressive movement.

Fenton wages campaigns at the national level and in states across the country. Our clients are the advocacy groups, coalitions, unions, as well as elected officials and Democratic Party leaders leading the fight to protect our communities, enact progressive policy change, and defeat the right-wing's harmful agenda.





Powered by commitment to change.

With an unparalleled track record of wins, our clients run the gamut from small community based organizations, to national advocacy campaigns, to government agencies in some of the largest, most diverse municipalities in the country. Whether your goal is to raise awareness of an issue, persuade a skeptical voting bloc, or elicit a direct response from your audience online, Fenton will help you achieve results. Fenton's GOTV ad, text, and email campaigns reached more than seven million voters across 10 states in 20+ languages for the 2022 general election.



Core Competencies

We design and deploy integrated political and advocacy campaigns that raise awareness of progressive issues, spark movements, change behavior, and generate support for those working to create a just, equitable, and sustainable world. Our team brings together decades of collective experience working in multiple corners of the progressive movement — from Capitol Hill, statewide elected offices, and the Democratic Party to leading advocacy groups, and campaign hubs.



Core Competencies

Whether it's on cable news, social media or a protest sign projected on a building, Fenton is behind many of the conversations happening on top issues of the day. We help our clients make their priorities heard by influencers in the Beltway and across state capitals, raise the national profile of their leaders, boost public support toward passing meaningful legislation, hold bad actors and opponents accountable, respond to immediate crises and direct threats to the constituencies they serve, and build up their communications capacity to generate impact.

Core Services

- Integrated political communications strategy
- Policy advocacy
- Decision-maker, influencer, donor, voter messaging development
- Beltway/politics, broadcast, in-state, issue-specific media relations
- Executive communications and thought leadership
- Rapid-response, war-room, crisis communications
- Coalition communications management
- Stakeholder engagement
- State and local partner capacity building
- Digital, creative, and paid activations in partnership with our related Practice Groups.



Issue Area Expertise

We understand that building collective power and making the system work for all of us requires progress on not just any single issue but an intersectional agenda for equity and justice. That's the lens we bring to all of our work and why our clients trust us to both advance their individual priorities and deploy strategies that benefit our progressive movement as a whole.

- Climate action
- Coordinated and IE communications
- Democracy and voting rights
- Economic justice
- Gun safety
- Healthcare
- Legal impact communications
- Racial justice
- Reproductive rights
- Voter storytelling
- Workers rights
- Education
- LGBTQ+ rights



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.

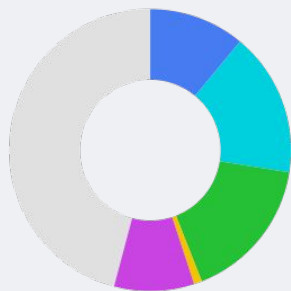
We believe to truly create change that dismantles white supremacy, racism, misogyny, xenophobia, homophobia, transphobia, heteronormativity, ableism, classism, religious discrimination and other forms of oppression, we must learn from the wisdom of those whose identities and experiences closely align 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



54%
PEOPLE OF COLOR

46%
WHITE

NATIONAL AVERAGE:
21% PEOPLE OF COLOR, 79% WHITE

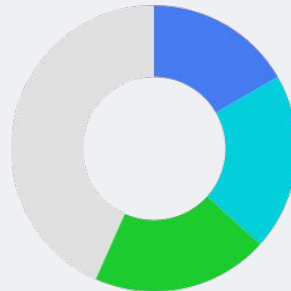
78%
WOMEN

22%
MEN

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



57%
PEOPLE OF COLOR

43%
WHITE

NATIONAL AVERAGE:
7% PEOPLE OF COLOR, 93% WHITE

63%
WOMEN

37%
MEN

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).



The Democratic Association of Secretaries of State is a 527 political action committee and the only organization dedicated to electing and protecting Democratic Secretaries of States.

CLIENT SPOTLIGHT

Democratic Association of Secretaries of State (DASS)

With election deniers running for office across the country in the 2022 midterms, Secretary of State races became critical to the protection of American democracy. That's why, in 2021, the Democratic Association of Secretaries of State enlisted Fenton to craft a communications and messaging strategy to raise the salience of democracy issues with voters; define our foils as existential threats to American democracy and freedoms; and offer our candidates as protectors of the free and fair elections that guarantee these very freedoms.

Fenton [successfully convinced editors, producers, and reporters](#) to view previously unknown Secretary of State races as paramount – securing over 200 print and broadcast placements in 2022 alone to [dominate the national conversation](#), elevate the issue of democracy, and connect our candidates to the American public. Our work activated an entirely new donor base for pro-democracy candidates, fueling DASS' record \$30 million fundraising haul and wins against election deniers in every single swing state.





REPRODUCTIVE FREEDOM
LEADERSHIP COUNCIL

The Reproductive Freedom Leadership Council is the country's only network of state legislators who champion reproductive health, rights, and justice.

CLIENT SPOTLIGHT

The State Innovation Exchange

The Reproductive Freedom Leadership Council

In the face of coordinated attacks on abortion across the country, the State Innovation Exchange enlisted Fenton to raise awareness of the fight for reproductive rights in the states and build support for its network of state legislators leading the charge to defend them.

Ahead of the Dobbs decision, we helped SiX mobilize nearly 900 state legislators in [urging the Supreme Court to uphold Roe v. Wade](#), and deployed legislators and SiX's experts in state and national media to raise the alarm around the undoing of Roe. We also laid the groundwork for an upcoming campaign to reclaim the narrative around faith and abortion access. This involved conducting deep research to produce a unique, multi-religion messaging framework to empower faith leaders and legislators with religious beliefs to mobilize allies on the issue.

As Roe fell, we continued our rapid-response and proactive media relations work while taking on the production of Fractured, a five-episode documentary series featuring state legislators in pro- and anti-abortion states. To date, we have secured more than 120 media hits from our partnership with SiX on reproductive rights.



CLIENT SPOTLIGHT

New Georgia Project Voting Rights Campaign

In January 2021, after groups like New Georgia Project Action helped turn out Georgians in record numbers for Joe Biden, Raphael Warnock, and Jon Ossoff, Republican lawmakers used false claims about election results to introduce a slew of voter suppression bills. To fight back, organizers ramped up public pressure against major donors to these lawmakers: Georgia-based companies.

Fenton developed an integrated communications campaign under the tagline #GeorgiaOnTheLine, tapping into earned media, digital and paid strategies, and creative tactics. This included a billboard campaign that called out Coca-Cola, Home Depot, Delta Airlines; running ads in key media markets to reach Georgia voters; and lifting up the voice of NGP CEO Nsé Ufot in the press.

Fenton's billboard campaign was featured in CNN and MSNBC and Nsé Ufot appeared in the New York Times, NBC, ABC, the New Yorker, and MSNBC, among many others. Our ads reached more than 3,205,000 people, including media influencers, local legislators, and voters. In response to the concerted public pressure, Delta, Coca-Cola, and the other corporate targets released statements in support of voting rights. This pressure carried across to other states that continue to be hotbeds of the legislative battle for voting rights, including Texas and Arizona.



The New Georgia Project is a nonpartisan effort to register, civically engage, & build power for New Georgia's majority black, brown, and young voters.



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