

Experience and accomplishments

Action Strategies

Action Strategies (SAS) specialty is government relations and grassroots advocacy. With Action Strategies, you are **GUARANTEED** hands-on only senior-level attention to your project.

Here's a sample of success stories

Grassroots advocacy

Client/ Employer :
Jason Kenney, MP

Private Members Bills
rarely receive the
attention they deserve

Action taken

- Promotional material sent to over 200,000 people
- Solicitation of numerous associations

Results:

National petition
receiving over 55,000
signatures

Formation of a
parliamentary coalition

Government Relations

Client:
Allumette Island

Finding the time necessary
to find the money for
infrastructure projects is a
frustrating process

Action taken

Researched various sources
of infrastructure funding and
filed the requisite application
forms

Lobbied Ottawa and Quebec
City to assure funding

Results:

Obtained over \$30,000 in
government infrastructure
funding

Contact building for success amongst political parties

Client:
Canadian Hydropower
Association

Only 5 years old, CHA
needed to set itself out as
a credible factor with the
governing party

Action taken

Using tact and
diplomacy, relationships
were build with various
caucus & cabinet
members.

Results:

Secured the first ever
presentation before a
governing caucus.

Communications consulting

Client/ Employer :
Canadian Construction
Association

The CCA felt the time had
come to review its brand &
overall message to its
public.

Action taken

Interviews were
undertaken with external
stakeholders.

Membership survey was
drafted & results tabulated
for inclusion into a special
study

Results:

A task force was struck to
review the CCA's
communications protocols &
the organization is now well
on its way to establishing
itself as a leading
association in Ottawa.

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