

# Build Your Own Grassroots Microsite

## WHAT ARE UNITED FRESH GRASSROOTS MICROSITES?

United Fresh Produce Association has partnered with Business-Industry Political Action Committee (BIPAC) to offer you a grassroots website designed to promote sound government by helping United Fresh Produce Association members educate their employees about candidates running for office and policies that impact their jobs and industry. United Fresh members may receive a partially customizable, grassroots site through United Fresh Produce Association, co-branded with your organization’s logo.



## BIPAC’S RESEARCH HAS REVEALED THREE BASIC FACTS:

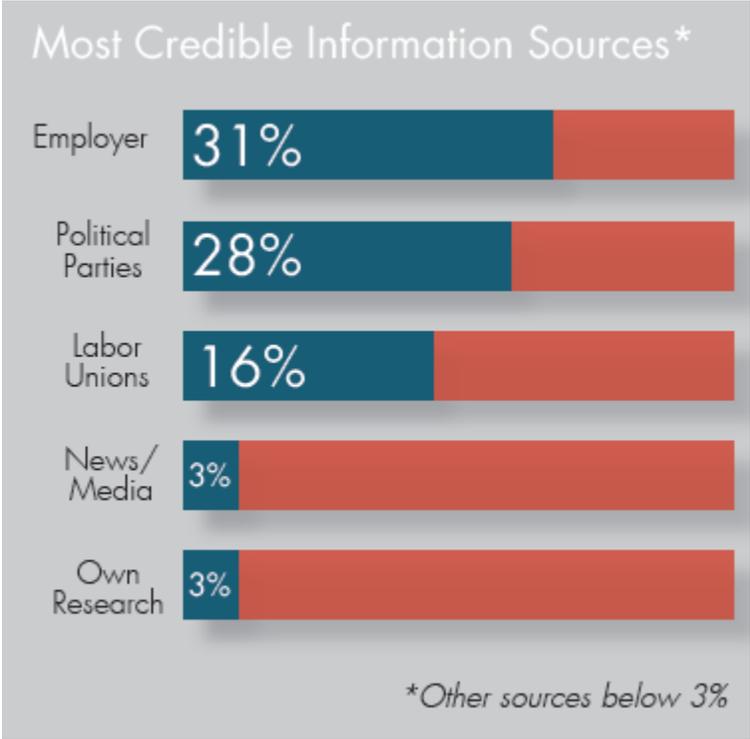
- Employees want to hear from their employers about issues, candidates, and elections.
- When messages are delivered properly, the employer is found to be a highly credible source of political information.
- Better educated employees become motivated participants in the political and public policy process, thereby increasing voter turnout.

United Fresh Grassroots Microsites do not tell employees how to vote, but provides them the information they need to make confident decisions about issues and candidates.

## IS IT EFFECTIVE?

In BIPAC’s 2014 Market Research Study, it found that current or former employers are the most credible source of information for an employee on political and public policy issues. 31% of respondents cited the employer as the most credible source whereas 28% indicated one of the two political parties, 16% cited labor unions and only 3% said that the news/media was the most credible source. The same study found that employees want to receive information from their employers. Of those who heard from their employer in the 2014 election cycle, 86% expressed that they found the information to be helpful. BIPAC’s 2010-2011 study found that 89% of employees are satisfied with the amount of information their employer sends or want even more information.

Many companies have historically shied away from giving their employees such information, assuming that employees negatively view corporate involvement in policy and politics. However, for the most part, voters attach far greater credibility to their own employer than to the generic business community. The 2014 study also found that the majority of those surveyed believe their company *should* be involved and active in promoting public policies favorable to their industry and economic success. Even more, 64% said they generally agree with their employer’s approach to public policy issues affecting the industry or workplace.



As employees learn more about how business issues impact their own jobs and companies, they become more empowered to enter into the public policy process, which can only be good for everyone in the long term. BIPAC's 2014 survey found that employees who receive information from their employer react in predictable ways - they are more likely to research their industry and public policy issues, more likely to vote, and more likely to become habitual participants in the process or become civically engaged. Motivating more Americans to get involved in the political process is not only welcomed by most employees, it also fosters improved results and better policy outcomes.

#### SIMPLE MESSAGE TO EMPLOYEES:

Credibility Increases with Frequency of Messages: "Every day, decisions are made in Washington, D.C. which impact our company, our industry, and our employees. Learn about the top issues at our Government Involvement website." "Congress is considering legislation critical to our company, our industry, and our employees. Please take a moment to contact your elected officials about this critical issue."

#### WHAT ARE MY OPTIONS AS A MEMBER OF UNITED FRESH PRODUCE ASSOCIATION?

- Use United Fresh Produce Association's Grassroots Action Network.
- Receive a partially customizable, Grassroots Microsite site through United Fresh Produce Association co-branded with your organization's logo.

#### NEED MORE INFORMATION?

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