

# Momentum Advocacy Works for Small Business

*Small inter-modal trucking company in South Central Pennsylvania develops advocacy and voter information website to encourage drivers, front office staff, and customers to participate in the November elections and contact their elected officials about issues that impact the trucking industry and their lives.*

Organizations of all sizes have been significantly impacted by the COVID-19 pandemic and economic downturn, and those facing the toughest challenges have been small businesses.

DE Hartman Trucking, a small trucking company in Central Pennsylvania recognized the impact that legislation at the state and federal level can make on their operations and decided it needed to engage in the political process. Utilizing

the Momentum Advocacy Toolkit to create an advocacy and voter education website in just days, enabled them to educate their drivers, operations staff, and customers about legislation in Harrisburg and DC that could have a devastating effect on their business.

Company leadership worked with BIPAC staff to create an industry-focused resource that included information on relevant bills, top issues, industry advocacy material as well as voting dates and a candidate look-up tool.

Through this site, their employees, customers, and local community will be able to contact their elected officials and quickly find election and candidate information to educate themselves ahead of the November elections.

***"Our drivers, office staff, and customers have benefited tremendously from the resources on our website. We understand the issues we face as a small business in a highly regulated industry, but we didn't have the tools needed to explain these issues to our network and let them take action. With the support we received in creating this website we have been able encourage our employees and customers to write their elected officials about proposed legislation and participate in the upcoming elections which can have a major impact on our business." - DE Hartman Trucking Company Representative***

## HIGHLIGHTS

- **Featured industry bills**
- **Voting dates and candidate look-up tool**
- **Top issues page with links to additional information**
- **Industry advocacy page with trade association resources**
- **Election news articles**

