

**Excellence in Advocacy Award**

**Application Form**

Presented at LACCE State Conference

Deadline to Apply: July 31 2025

Submit to: lacce@louisianachambers.org

# Section 1: Chamber Information

Chamber Name:

Executive Director/President:

Mailing Address:

City / State / ZIP:

Phone:

Email:

Website:

Primary Contact for this Application (if different):

# Section 2: Overview of Advocacy Effort

Title or Name of Advocacy Initiative:

Timeframe of Advocacy Work: (January 2024 – April 2025)

Brief Summary of the Advocacy Focus (150 words max):
Provide a high-level description of your advocacy issue and objectives.

# Section 3: Narrative Questions (Attach up to 5 pages total)

Please respond to each of the following sections. Be specific, concise, and provide measurable outcomes where applicable. Supporting documents may be attached but are not required.

## 1. Strategic Vision & Planning

Describe your Chamber’s advocacy goals and how they were identified and aligned with your overall mission. How was advocacy integrated into your strategic or annual planning process? (Recommended: 300–400 words)

## 2. Member Engagement & Grassroots Mobilization

Explain how you involved members in your advocacy efforts. What strategies did you use to educate, activate, and empower them to participate? Include examples such as member briefings, alerts, letters to legislators, or advocacy days.

## 3. Legislative or Regulatory Impact

What specific public policy outcomes were achieved or influenced as a result of your advocacy? Provide details on legislative wins, defeated bills, regulatory changes, or other impacts. Explain the Chamber’s role in these outcomes.

## 4. Coalition Building & External Partnerships

Describe any partnerships, coalitions, or alliances that supported your advocacy goals. Who were your key partners, and what role did they play?

## 5. Creativity & Innovation in Advocacy

What innovative methods did your Chamber use to advocate for your cause? Examples could include creative messaging, digital tools, campaign branding, storytelling, or non-traditional media platforms.

## 6. Community & Public Advocacy

How did you engage the public or broader community beyond your membership? Include efforts such as public forums, town halls, voter engagement, ballot measure education, or outreach to non-member stakeholders.

## 7. Measurement of Success & Documentation

What data or indicators demonstrate the success of your advocacy work? How did you measure progress, and what tools or feedback mechanisms did you use?

# Section 4: Supporting Materials (Optional)

You may attach up to 5 additional pages of relevant documentation, such as:

• Media coverage (news articles, op-eds, press releases)

• Advocacy campaign graphics or materials

• Letters of support from elected officials, members, or partners

• Photos or links to video content

• Charts, reports, or metrics

# Section 5: Certification

I certify that the information provided in this application is accurate and complete to the best of my knowledge. I grant permission for the submitted materials to be used for promotional or educational purposes if selected.

Name:

Title:

Signature:

Date: