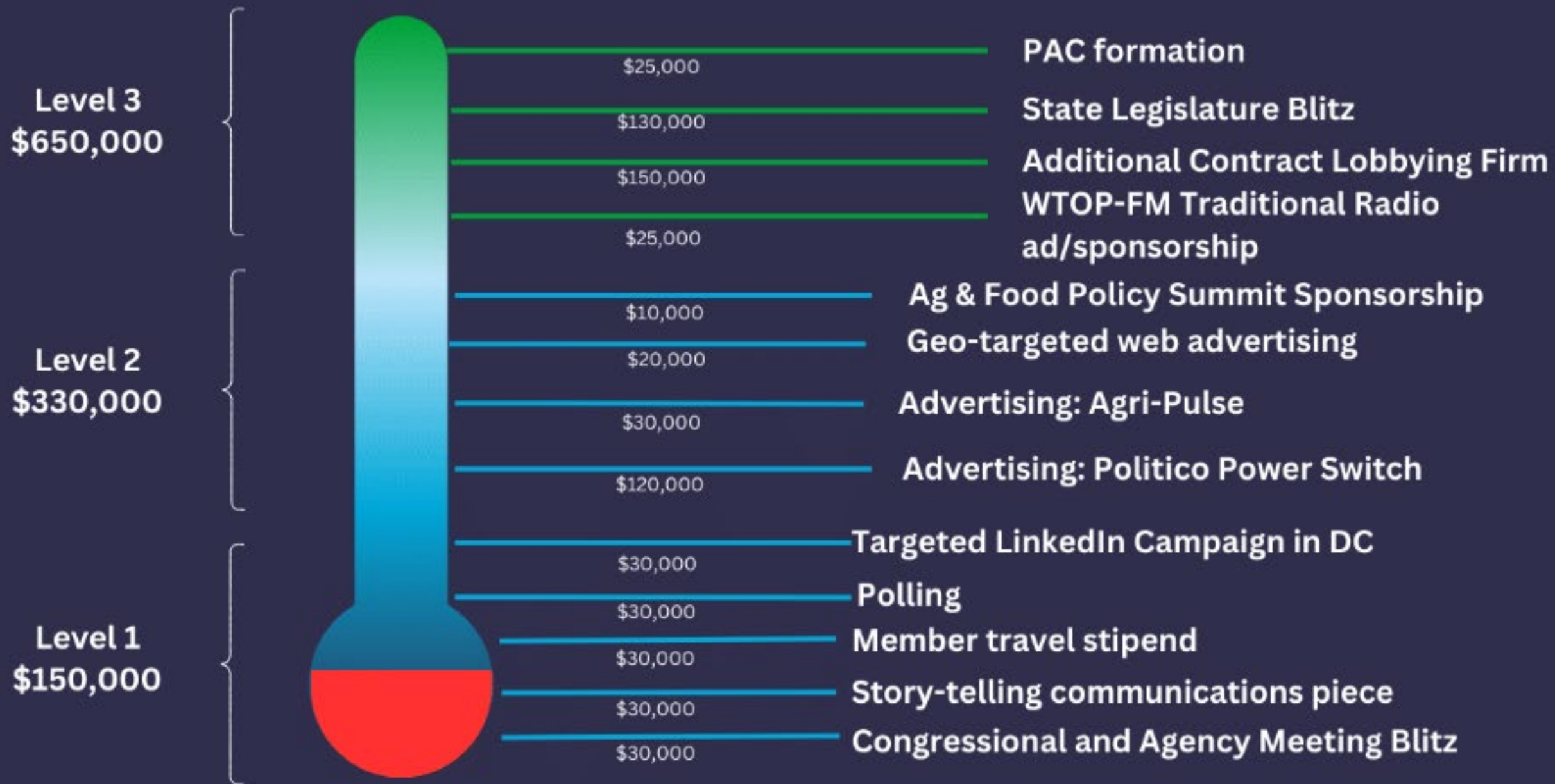




**AMERICAN
BIOGAS
COUNCIL**

ABC'S BIOGAS BLITZ FUNDRAISER

[Donate Now](#)



ABC Business as Usual (i.e., no Blitz!)



Activities
already
planned
and
budgeted
for:

- **Inauguration visibility**
 - Event sponsorship
- **Administrative transition outreach**
 - Transition memos
 - Industry letters
- **119th Congress**
 - ABC/AJW support at swearing-in open houses and receptions- Jan 3
 - ABC-led new-member reception- early February
- **New Resources for members**
 - One pagers for member-led advocacy, including 'target list' for outreach.
 - New grassroots action center for direct member engagement with industry letters and comment drafts.
 - District level industry data- projects and economic potential
- **Consistent industry presence in DC**
 - Regular meetings with Congress and Agencies (primarily virtual, on key priorities/issues)
 - Annual Fly-in- Open to all members- March 17-19

**With the Blitz, we can
ADD these things:**

The background features a dark blue gradient with two large, overlapping teal-colored circular shapes on the right side, creating a modern, abstract design.

Biogas Blitz! Levels



We need to
raise
\$150,000
To unlock
Level 1

We need to
raise
\$330,000
To unlock
Levels 1&2

We need to
raise
\$650,000
To unlock
**Levels 1, 2
& 3**

100-day “Biogas Blitz”- Level 1 Activities



(above and beyond "Business as Usual" 2025 planned actions and budget)

- **Congressional and Administration Meetings Galore**
 - In-person meetings in DC every other week from Jan 3 to March 19, organized by staff, with member engagement (View draft schedule [here](#)). Funds cover additional time and staff resources from AJW, and additional travel by ABC staff.
- **Story-telling communications piece (white paper that's not a white paper)**
 - An easily digestible, 5-10 page communications tool designed for policymakers, where we use data to show the status quo of organics management, and how various policies can positively impact energy, jobs, human health, and the environment. A member group will be established to workshop drafts and content if funded. Scope will be supported by AJW and ABC comms teams.
- **Member Travel Stipend**
 - To encourage member engagement and diverse representation for Blitz meetings, we've built the blitz funds to provide for \$1,000 per member, per event, with up to \$5,000 available per event. This supports travel and lodging for up to five members' presence in DC, on a first come first serve basis.
- **Polling**
 - Public opinion polling to create a useful and persuasive dataset for use during Blitz campaign, but also throughout our advocacy work. Modeled off work and resulting positive outcomes from the biofuels industry in Trump 1.0, this polling is expected to be supported by our new communications firm.
- **Targeted LinkedIn Campaign**
 - 3 months of sponsored posts, targeting specific federal policymakers (Tiers1-3 of target list, + Agency targets)

100-day “Biogas Blitz”- Level 2 Activities



(above and beyond "Business as Usual" 2025 planned actions and budget)

- **Advertising**

- Politico Pro subscribers
 - 2 weeks of sponsoring *Power Switch* and *Morning Energy* newsletters
- Agri-Pulse-10,000 paid subscribers
 - Daily Harvest newsletter: 1,800 legislative staff w/ ag, food & rural responsibilities; daily open rate ~60%
 - Energy Pulse newsletter: 700 staff with energy responsibilities; 40%+ open rate
- Geo-targeted campaign
 - Geographic target list for web ads, for 3-5 weeks
- Ag & Food Policy Summit sponsorship in DC
 - Gold level sponsorship of Summit, robust attendance from Ag industry, Ag agency officials and elected leaders, including Chairs & ranking members of House & Senate Ag Committees

100-day “Biogas Blitz”- Level 3 Activities



(above and beyond 2025 planned actions and budget)

- **Advertising**
 - WTOP-FM Traditional Radio Ad/Sponsorship (top-tier DC all-news station; 10.3 rating)
- **Additional Contract Lobbying Firm**
 - Once agency and other administrative staff are appointed, additional political networking may be necessary to access specific policymakers or staff. Funds would be used to hire a second firm, in addition to AJW, for a short-term engagement to secure these new contacts.
- **STATE Legislative Blitz**
 - While the focus of the 100-day Blitz is decidedly federal policy, should fundraising reach this level, funds would be used to support additional activities in priority states, including legislative receptions and briefings and member fly-ins. Funds would also be used to establish new lobbying relationships in at least one priority state, via new contract firm.
- **PAC Formation**
 - While we do not anticipate funding a Political Action Committee in 2025, there are administrative and legal steps that can be taken to form a PAC to support future policy and fundraising activities by ABC. These funds would be used primarily to hire counsel to complete appropriate filings on behalf of ABC. PACs are formed to raise and spend money to elect and defeat candidates.