

HOW PUBLIC CITIZEN SCALES RESOURCES TO ADVOCATE FOR THE PUBLIC

Scaling resources and leveling the playing field.

THE CHALLENGE

Limited resources & a wide legislative portfolio

Since its founding nearly 50 years ago, Public Citizen has served as “the people’s advocate.” Advocating for the public means having a diverse legislative portfolio and working to hold powerful actors accountable.

As Public Citizen’s list of policy priorities expanded, it needed a way to scale up and “level the playing field” with corporations and trade associations that have many more resources at their disposal. “Given my wide portfolio, responsibilities, and managing a team - I’m short on time, but I need to stay up-to-date on the issues,” says Susan Harley, Managing Director of Public Citizen’s Congress Watch division.

THE PRO SOLUTION

Scaling resources to advocate for the public

Since 2013, Public Citizen has relied on POLITICO Pro to help scale up their advocacy efforts, save time, and be the first to know when news breaks. As Managing Director of Congress Watch, Harley’s responsibilities include meeting with congressional stakeholders and strengthening relationships with coalition partners across various issues. **POLITICO Pro provides her and her team access to actionable intelligence and information critical to their success.**

Here are the resources Harley relies on in her day-to-day:

- In-depth policy news
- Daily morning newsletters
- Congressional Directory
- Congressional hearing transcripts

THE IMPACT

Leveling the playing field

With POLITICO Pro, Public Citizen has a reliable, trusted resource as it continues to grow its capacity and hold powerful actors accountable, even when they may have more resources at their disposal.

“With POLITICO Pro, we have the information before others, so we’re ahead of the curve. In addition, it puts us on a level playing field with some of the corporate actors that have many different resources at their disposal. Information is such a key resource for us, it’s just absolutely essential to our work,” says Harley.

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CUSTOMER WINS

- Uses resources more efficiently to level the playing field with large corporations and associations
- Stays ahead of the curve by getting critical information before others
- Able to understand complex policy topics as they unfold
- Builds relationships with Congressional stakeholders

ABOUT PUBLIC CITIZEN

Public Citizen is a nonpartisan, nonprofit consumer advocacy organization that works to ensure that the government is operating in citizens’ best interests. Founded in 1971, Public Citizen acts on behalf of the public to champion good government, a strong regulatory system, a clean and sustainable environment, affordable and safe health care, citizen access to the courts, corporate accountability in the trade arena and more.

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