

IAS

We are **INTEGRATED ADVOCACY SOLUTIONS**

Integrated Advocacy Solutions is a consultancy located in Austin, Texas, focusing on association and issue-based grassroots advocacy.

On the local, state or federal level, we help our clients connect their constituents to the policy process through the various phases of designing and implementing grassroots advocacy programs, and through management of policy campaigns designed to get your business the results you're looking for.

DANIEL BECKA PRINCIPAL



Daniel serves as Principal at Integrated Advocacy Solutions, LLC and specializes in helping clients inform and engage their constituencies in the decision-making process of policy changes at the local, state and federal levels. With a passion for politics, Daniel founded IAS on the premise of getting people involved in the decisions that directly affect their lives.

Previously, as Vice President of Constituent Relations at Texas Exes, the alumni association for The University of Texas at Austin, Daniel focused on educating, organizing and connecting the vast network of Longhorns to the political process, with a goal of advancing higher education on both the state and federal levels.

Prior to his work with Texas Exes, Daniel was the Director of Governmental Relations at Texans for Economic Development. This organization was established to increase the state's economic growth and revitalize the eroding Texas horse and greyhound racing industry. Daniel managed the development of the overall public relations strategy, oversaw the group's PAC, coordinated lobbying activities and implemented a grassroots action plan for the organization. Additionally, he has worked in the Texas political arena for Johnson and Johnson, Attorneys and Counselors at Law and Protecting You / Protecting Me.

Daniel holds a BA in Government from The University of Texas at Austin, where he was active in student government and multiple community service organizations while on campus. He is an alumnus of the Young Men's Business League, having served as president of the organization in 2017, and is an active supporter of the Austin Sunshine Camps. He serves on the Austin Sunshine Foundation Advisory Council, the Advisory Council for the Annette Strauss Institute for Civic Participation, and is a board member of the Texas Horse Racing Hall of Fame.

Daniel and his wife, Danielle, reside in Austin with their daughters, Claire and Alice.

OUR SERVICES

GRASSROOTS ADVOCACY PROGRAMS

Should you engage grassroots advocates in an effort to raise policy awareness, or is it better to initiate a few well-placed phone calls? Let us evaluate your business needs and devise a customized solution that benefits your constituents and the issue at hand.

COALITION BUILDING

For nearly every issue, there are existing partners that naturally align with your policy priorities. We work to identify an effective approach that builds partnerships with organizations to strengthen your efforts.

NON-PROFIT ADVISING

IAS is here to help you meet your organization's objectives. From strategy, staffing and structure to communications and constituent engagement, we've got you covered.

ISSUE-BASED CAMPAIGN MANAGEMENT

We work closely with lobbying teams, communication professionals and other experts to promote the best policy agenda for your issue. The IAS team is here to represent your organization and manage the many aspects of a comprehensive issue-based campaign strategy.

DAYS AT THE CAPITOL

Wondering if you should hold a large event or convene a small group of influencers for highly-targeted visits? Our experts know just how to design and deliver the most suitable event for your organization's initiative.

STRATEGIC PROJECTS

Organizations often have great intentions for growing their advocacy programs, but quickly run out of bandwidth. IAS has the tools to get your initiative started and running straight for success.

GRASSROOTS ADVOCACY PROGRAMMING

Our belief is that grassroots advocacy has three components. Organize, Inform and Engage. Any successful advocacy program will have balanced development in each of these areas.

Whether you are building a program from scratch, or wanting to analyze the efficiency and efficacy of a long-standing grassroots advocacy program, IAS is here to support your initiative.

- Organizational analysis and assessment
- Program design and/or implementation
- Constituent database management and development
- Advocate recruitment, cultivation and training
- Strategic advocate engagement
- Advocacy communications
- Advocacy social media engagement
- Online advocacy engagement platforms