

# Storm Hardening Support – Florida 2019

A piece of legislation was before the Florida House of Representatives that would lead utility companies to move their power lines underground. 60 Plus mobilized in support of House Bill 797 and it passed with overwhelming bipartisan support.

## Op-Ed Writing

Our leadership team consisting of Chairman Jim Martin and President Saul Anuzis can leverage years of knowledge and experience to craft an opinion piece that will persuade even the most cynical reader to view an issue from a different perspective. In this effort, Chairman Martin wrote an excellent piece that was published by the Florida Sun Sentinel.

Seniors back bill for stronger, more resilient electric grid | Opinion



## Expert Testimony

60 Plus can bring years of credibility to the table of any discussion. We have been engaged in the political discourse for over 25 years as an organization and our leadership team for far longer. Chairman Martin personally testified before a Florida House committee in support of this legislation.



## Video Production

We produce a weekly news review video where we can specifically put a spotlight on your issue. For this effort we produced a special focus featurette video that called attention to the storm hardening legislation.



60 Plus Chairman Jim Martin Testifies Before the Florida



## Emails

The 60 Plus Association has a vast network of senior citizen activists who are actively engaged and ready to move when they see an issue that is of importance to them. We possess the capability to micro target our email messages to our proprietary lists of supporters.



## Social Media

Our organization utilizes social media to its fullest potential. You can leverage our name recognition to thoroughly promote an issue of importance and significance. The Florida campaigns were no exception. We specially targeted, and later thanked, members of the Florida legislature for their support.



## Phone Calls

Some people believe phone calls are a product of a bygone era. We disagree. Micro targeting in this instance was extremely successful.



Founded in 1992 by Chairman Jim Martin, the 60 Plus Association is a non-partisan seniors advocacy group with a free enterprise, less government, less taxes approach to senior's issues.



60 Plus has spent the past 25 years building our network of seniors nationwide with particular efforts to educate them on issues that affect them, their children and grandchildren.

Our strength lies in our seniors' activism. We call on more than 5 million activists nationwide to help us get our message to Congress and State Legislatures. 60 Plus activists are engaged in every level of the process. They participate in press conferences, call their Members, write letters, craft op-eds, participate in tele-townhalls, attend rallies, and testify before various committees.



### Long Time Player in the Beltway

The 60 Plus Association has been active in Washington DC for nearly 30 years. Our leadership team of Jim Martin and Saul Anuzis boasts a combined 105 years of political experience.



### Pat Boone & Our Vast Senior Network

With the legendary Pat Boone as our national spokesman, 60 Plus has a very unique advantage with seniors over other organizations! We can engage, organize, mobilize, and motivate seniors to participate in any event.



### Social Media Presence & Reach

60 Plus can rally support with lightning speed through our multiple social media accounts reaching thousands of organic followers in an instant.