

plexus®



Nourish America

Advocacy Through Action – Partner with Regional Food Banks to Fight Hunger and Elevate the Direct Selling Channel

GOAL: Advance Awareness Among Policymakers

Advocacy through Action

Plexus Worldwide® ("Plexus") leveraged its national presence and strong local distributor network to deepen relationships with elected officials while addressing food insecurity nationwide. Through a multifaceted campaign that combined **grassroots advocacy, community service, and legislative engagement**, Plexus orchestrated a series of high-impact **regional food bank events** that not only helped feed thousands of families but also positioned the company as a socially

responsible and civically engaged leader in the direct selling industry.



Objectives

- **Advance awareness of the direct selling model** among local, state, and federal policymakers.
- **Engage legislators in meaningful community initiatives** to build lasting relationships.
- **Combat food insecurity** through targeted, measurable support to regional food banks.
- **Empower Plexus Brand Ambassadors** to serve as advocates and community leaders.

Execution

Plexus launched a coordinated national campaign across key markets, including Arizona, Texas, Florida, Utah, and Kansas, each chosen for their high levels of food insecurity and potential to engage active legislators.

Government Engagement

Invited **state senators, representatives, mayors, and congressional staff** to participate in food bank events.

Delivered **personalized impact briefs** to offices highlighting constituent involvement and community service outcomes.

REAL RESULTS

- Featured on **broadcast news** in Florida, Kansas and Utah.
- More than **100,000** equivalent meals donated to partner food banks.
- Members of the Plexus C Suite volunteered at all events.
- **Elected officials volunteered** with constituents.
- Recognized by **elected officials on social channels**.

IMPACT



Utah Attorney General · 22h
Today, AG Reyes and the AGO executive team were at the [@UtahFoodBank](#), pitching in with [@PlexusWorldwide](#) to deliver donated food to people in our community. Thank you!



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This initiative strengthened Plexus' reputation as a **trusted community partner** and **responsible direct seller**, while creating meaningful platforms to **educate legislators about the benefits of independent entrepreneurship** and the economic contributions of the channel. By tying community needs to corporate advocacy, Plexus ensured that its government relations efforts were not only heard but felt by both the people served and the policymakers engaged.

