



DIRECT SELLING ASSOCIATION

Ethics & Self-Regulatory Initiative:

Communications & Promotion Strategy

September 2018

www.dsa.org

Who are the Internal Audiences?

- DSA Members,
 - Ethics and Self-Regulation Committee
 - Communications Committee
 - Industry Research Committee
 - Compliance Officers and Legal
 - Government Relations
- The Salesforce
- Non-Member Companies

What Factors to Highlight

- Describe the structure, function and process
- Value case for how the program brings bad actors to task while still ensuring competition, development and advancement of direct selling in the era of disruption
- Consequences for non-participation (referral to government agencies)
- How the program benefits the industry overall from both day-to-day operations as well on a reputational level

Develop dynamic key educational tools and support materials on the new program to highlight:

1. Impartiality
2. Integrity
3. Comprehensive Reach of Monitoring
4. Structure/Functionality
5. Benefit for the Industry on both a company and salesforce level



Reaching Internal Audiences: DSA Member Company Readiness

Stakeholder Education Campaign for Member Companies to include:

- Educational Webinars with DSA and CBBB
- DSA Live Calls
- Ethic Committee Teleconferences and Advisory Notices
- One pagers, Factsheets
- Communication toolkits for salesforce members
- Briefings with DSA Staff
- Highlight similarities and distinctions between the existing DSA Code and the new program



Reaching Internal Audiences: Non-Member Awareness

What:

Promote awareness of the program among non-members

- Make a value case for participation in the program and consequences for non-responsiveness
- Highlight the track record of CBBB with other self-regulatory programs
- Encourage adherence to higher standards of the program, the DSA Code

How:

- One pagers, fact sheets, informational packets
- Targeted staff outreach by DSA



Reaching Internal Audiences: Direct Selling Press Media

- Issue Press releases tailored for direct selling audiences on the program's creation, scope and timeline for 2019
- Conduct Interviews and desk briefings with publications
- Recorded interviews/podcasts with CEO's
- Galvanize board members and other leaders across the membership to discuss the program
- Optimize for social media reach to ensure coverage and web traffic on major platforms (Facebook, LinkedIn, Twitter)

External Audience Outreach



Who is the External Audience ?

1. Lawmakers and Regulators
2. NGO's
3. Consumer organizations
4. Regional and National Press Outlets, Traditional and New Media
5. Consumers and the public at large

What Factors to Highlight

- Self-Imposed Higher Standards
- Co-branding with the CBBB
- Responsiveness and agility within the marketplace (social media, consumer protection, customization,)
- Providing additional rigor and value
- Direct Selling Community
 - The original entrepreneurs, independent contractors
 - Diverse
 - Stalwart members of the community



External Audiences: Lawmakers and Regulators

Members of US Congress
and Relevant
Committees

Federal Trade
Commission

Securities and Exchange
Commission

State Attorneys General
Offices with Targeted
Outreach to Consumer
Affairs Divisions



External Audience : Lawmakers and Regulators

Lawmakers and Regulators

- Develop and disseminate communications packets for Capitol Hill
- Ensure targeted education efforts for Direct Selling Caucus members with in-person meetings, educational briefings on Capitol Hill; House Energy & Commerce Committee
- Build in messaging about the self-regulatory program into the 2019 proactive legislative agenda and how the program supports the independent contractor initiative, micro-entrepreneurship, and consumer protection

Federal Trade Commission and Securities and Exchange Commission

- Among the most crucial external constituencies
- Demonstrate the way the program aligns to other successful self-regulatory regimes that the FTC has lauded
- Arrange briefings with the Bureau of Consumer Protection and share materials on the scope of the program
- Brief enforcement teams and discuss how the program compliments the respective educational and consumer protection initiatives of the agencies



External Audience: State Attorney General Offices and State Agencies

- Develop informational packets on the program with specific outreach to consumer affairs divisions and disseminate in Q1 2019
- Work with CBBB to promote the program with AG's and local BBB chapters with co-branded articles, digital town halls
- Arrange for briefings with staffs in key states
- Leverage relationships with Attorney General Advocacy Groups and work to integrate promotion of the program into meetings, newsletters and other publications for these groups
- Work with Former Regulators and AG's to help validate the program, pursue targeted geographic campaigns

Attorney General Advocacy Organizations

National Association
of Attorneys General
(NAAG)

Conference of
Western Attorneys
General (CWAG)

Republican Attorneys
General Association
(RAGA)

Democrat Attorneys
General Association
(DAGA)

Consumer Organizations

National Consumers
League

Consumers Union

Consumer
Federation of
America

National Consumer
Law Center
AARP

Political, Advocacy, Business Groups

State Government Affairs
Council (SGAC)

Republican Legislative
Campaign Committee (RLCC)

Democratic Legislative
Campaign Committee (DLCC)

US Chamber of
Commerce

Latino Coalition

Lulac

American Bar
Association



External Audiences: Traditional Media

Target national press outlets for press releases, interviews, Op-eds:

1. Provide overview of the new program
2. How the program benefits the public, affirmatively addresses misconceptions, real and perceived issues with the business model
3. How the program can help in the effort to mainstream direct selling
4. How the program speaks to prior issues, real and /or perceived deficiencies within the industry and how direct selling can be better positioned to speak to marketplace dynamics, upholding standards with the new program in place



External Audiences: *Potential* New Media Strategy

Ensure coverage within new media to tell a positive story about the self-regulatory program, confront misconceptions, highlight value of direct selling and DSA members:

- Briefings and interviews with web-based outlets
 - Huffington Post
 - Slate
 - Quarts
 - Buzz Feed
 - Business publications
 - Investor Publications
 - Reddit, Ask Me Anything
- Digital Media Strategy (SEO, Podcasts, DSA/DSEF Social Media)

Plan Elements

Internal Elements: Disseminate the program among DSA's internal constituencies with webinars, teleconferences, promotional material; ensure support and education to help foster awareness and compliance

External Elements: Promotion of the program with external audiences, NGO's, consumer groups, targeted press outlets; socializing the program with lawmaker and regulators

Implementation of the program's pilot phase.



October-December 2018 through end of 2019

Socialize the program with lawmakers and regulators

Begin outreach with advocacy organizations, consumer groups and other NGO's and other external audiences

Pursue opportunities to promote the program via industry publications, earned media, targeted regional and national publications

Co-promote the ethics initiative with other tools such as distributor story mining, CEO Interviews, Podcasts and Videos, Independent Contractor Initiative

THANK YOU