

## Frequently Asked Questions about Crusader®

### What is Crusader®?

Crusader® is lobbying from your desktop! With two clicks of a mouse, your voice will be joined together with your colleagues in the industry to affect change in the industry. Crusader® is a powerful tool that allows the BIA to mobilize employees on important issues that affect the industry. Crusader® allows the BIA to efficiently organize willing industry supporters based on their voting district for regional impact. It offers instantaneous electronic grassroots campaigns to effectively fight and protect the industry in a timely manner.

### What about my privacy? Is my personal information safe with BIA?

Your privacy is of utmost concern for us. We will NEVER share your personal information with anyone outside the communications department at BIA San Diego. We need your personal information to customize letters to elected officials in your region and so that we ONLY contact you when it is appropriate or of concern to you and your neighborhood/business. Please click here to view our entire "privacy pledge".

### What's in it for you?

#### Why sign up for Crusader®?

As new issues emerge to threaten the existence of the building industry and, in essence, your jobs -- it has never been more important to collectively organize to protect the industry. Simply put, joining Crusader® and helping stave off public policy and politicians that are bad for industry will help sustain your livelihoods! The BIA exists to help this happen. Crusader® exists to empower you to PROTECT your JOBS and SECURE A FUTURE for housing and the industries relying on the building industry for their well being.

Secondarily, you will become a part of a powerful network of industry professionals that impact the future of affordable housing, building new communities, and preserving a healthy economy for our world-class region of San Diego!

Sign up to join your fellow industry employees and be a part of a formidable common voice that politicians cannot ignore!

### What are some examples of how Crusader® is effectively used?

- Letters to your federal, state or local elected officials
- Opposing candidates that are BAD for business or the industry
- Opposing regulations or legislation that inhibit a healthy building industry
- Supporting meaningful public policy and/or candidates
- Invitations to important hearings or meetings on key issues



## **How does Crusader® Make a Difference?**

### *Crusader® in Action!*

Crusader® has been employed effectively to counter-attack or support issues that are relevant to the building industry on multiple campaigns since its inception. As a united workforce we have affected the outcomes of public policy and elections on numerous occasions. Elected officials recognize Crusader® as the mechanism that delivers a united industry voice. See "case studies" to see real Crusader® challenges and success!

