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NEWS | SAN DIEGO

Building Industry Association unveils Crusader

The building industry's newest technology to influence the political process and turn out the vote

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The Building Industry Association of San Diego County recently unveiled Crusader -- a custom software application designed to mobilize building industry employees at the grassroots level.

"There are tens of thousands of supporters who have offered to join the fight to protect their industry because, too often, housing has been mistreated in the public policy arena," said BIA's Director of Communications Donna Morafcik.

Crusader is a powerful new tool that will set in motion the association's database of active industry supporters. This technology allows the association to identify industry employees by voting district, willingness to participate, position, past actions, topics of interest and much more. It generates reports, has an auto-update function to keep the database fresh and accurate, allows real-time editing and updating, offers instantaneous electronic communications with our contacts and even tracks past actions of supporters in several ways.

Additionally, the software can measure the results of any individual grassroots campaign, affording the opportunity to change or improve it.

"This system puts BIA on equal footing with other special interests groups that have been using grassroots tactics like this for years," said Paul Tryon, CEO of the BIA. "By effectively mobilizing more building industry employees, we will have a louder, unified voice and vote; that influences the direction of public policy."

Here's an example of how Crusader works:

- 1) A local government entity proposes a new rule that makes new homes harder to build or more expensive.
- 2) Industry supporters affected by this rule would be mobilized to voice their opinion as constituents.
- 3) That voice would come in a variety of forms, including showing up at hearings, sending letters or emails, calling the elected officials, etc.
- 4) The association can track the responsiveness of contacted employees and, if they did not act, learn why or follow up with them to urge them to help.

San Diego's Crusader is an effort unlike any other program at the state or national level. This program has the potential to pave the way for other chapters with an interest in grassroots activism.

For years, local home builders, lobbyists and lawyers have been fighting to protect the building industry. Now, they can have help from the 165,000 men and women who make a living in the building industry. Over time, Crusader will help the industry become a more lethal force to be reckoned with at city halls across the county and on Election Day.

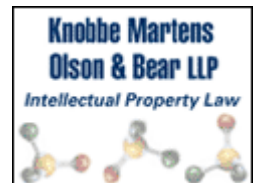
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