



Marketing Resource Group
Integrity. Collaboration. Results.



Small Business for a Better Michigan

CASE STUDY

the opportunity

Small Business for a Better Michigan was a coalition formed to ensure that policy-making does not leave the hands of the policy-makers when it came to paid sick leave and minimum wage ballot proposals.

how we got there

MRG worked with the coalition steering committee, the larger coalition group, attorneys, and legislative partners to ensure proper messaging was communicated, timelines were met, legislative strategies were implemented, and media relations were managed.

the results

The legislature adopted the two special-interest-driven ballot proposals to keep policy-making within the hands of the legislative body.

Services Provided by MRG



Content Development



Messaging



Legislative Strategy



Coalition Building
& Management