



# AMERICAN SUSTAINABLE BUSINESS COUNCIL

## Benefits of Becoming an Organizational Member

*“The American Sustainable Business Council offers the best platform for mission-driven companies, social enterprises and sustainable business networks to advocate effectively for a just and sustainable economy. We are proud to be a founding partner in this essential effort.”*

*-- Deb Nelson, Executive Director  
Social Venture Network*

The American Sustainable Business Council family of organizations is a growing coalition of businesses and business associations working to create a new vision, framework, and policies to build a sustainable economy. The family includes two distinct and complementary entities: the 501(c)(4) American Sustainable Business Council, and the 501(c)(3) American Sustainable Business Institute (ASBI).

Each working in different ways in accordance with IRS regulations, ASBC and the ASBI inform and engage business leaders, educate decision-makers and update the media about opportunities and policies that foster an economy that brings economic growth along with shared prosperity, environmental protection, and social justice.

### YOUR ORGANIZATION CAN HELP LEAD THIS IMPORTANT EFFORT

ASBC and ASBI welcome organizational members, which make up a diverse network that includes: local and state chambers of commerce, microenterprises, social enterprises, cooperatives, green and sustainable business groups, local and community-rooted businesses, women business leaders, economic development organizations and investor and business incubators. Together, these organizations are influencing the outcome of U.S. public policy and challenging traditional corporate positions on issues ranging from climate change to minimum wage.



*The management team of  
Manufacture NY, an ASBC  
organizational member. From  
left to right: CEO and Founder  
Bob Bland, COO/CFO Nelis  
Parts, and Director of  
Sustainability Juliette Donatelli*

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See the complete list of current business members online at [asbcouncil.org/membership/member-organizations](http://asbcouncil.org/membership/member-organizations).

### MORE POWER TO BE HEARD BY GOVERNMENT

Affiliating with a large and growing national network of businesses working for a sustainable economy gives you a greater voice, presence and power for your organization and your members in Washington, D.C. and in your state. ASBC gives you opportunities to:

- Select and provide direction on public policy campaigns
- Engage with legislators on Capitol Hill and in state capitols
- Contact the White House, cabinet members and agency heads
- Participate in ASBC's annual "Sustainable Policy Business Summit" in Washington, D.C.
- Join in developing and advocating for federal and state-level policy initiatives
- Help promote policies that create a more sustainable economy, favorable to the interests of small business

### MEDIA VISIBILITY FOR YOUR ORGANIZATION, LEADERSHIP AND MEMBERS

ASBC and ASBI have provided hundreds of media coverage opportunities for member organizations and their member businesses. Members have received coverage from media outlets such as the Washington Post, Crain's, Bloomberg News, The Nation, and Fox Business News, among many others. See [asbcouncil.org/news](http://asbcouncil.org/news) for recent coverage. ASBC can support your media work with:

- Professional promotion of your organization and events by our social media, website, and other communications experts
- Assistance with public relations, including strategic help for placement of op-eds and letters to the editor
- Support in gaining greater national, regional and local media attention for your organization and its policy efforts

### VALUABLE TOOLS & RESOURCES FOR YOUR MEMBERS

Keeping up-to-date with crucial issues and actions can be a challenge for busy organization leaders, but it's important for credible and effective involvement in policy work. ASBC makes it easier to stay in the know and be heard, with:

- Materials and tools to help inform and engage your members on policy issues, plus co-branding opportunities
- Briefings, analyses and other up-to-the-minute information on key issues and public policies at the national and state levels
- Access to background and educational materials including business case documents, white papers, working group analyses and talking points
- Ability to co-brand and re-offer all ASBC and ASBI webinars, teleconferences and other educational and training opportunities, including media training for more effective interaction with the press
- Opportunities for business-to-business networking and mentoring

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*"The American Sustainable Business Council has been an important part of growing our advocacy to a national level. ASBC has introduced us to issues we might have otherwise overlooked and enabled us to have our voice heard in Washington on the critical issues of our time."*

*-- Frank Knapp, Jr., President & CEO  
South Carolina Small Business  
Chamber of Commerce*

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### MUTUALLY BENEFICIAL FUNDRAISING OPPORTUNITIES

- Over the past three years, more than 20 organizational members have received funds to engage on issue campaigns. The funds were used primarily to mobilize business leaders on such issues as climate change, safer chemicals, and fair taxes. These funds also were used to help build the memberships of these organizations. Groups that received funding include: Local First!, Green America, New Voice of Business, North Carolina Business Council, Ohio Sustainable Business Council, and the South Carolina Small Business Chamber of Commerce.
- ASBI helps organizational members obtain foundation grants that support part-time staffing. We have done this for North Carolina Business Council, New York State Sustainable Business Council, Ohio Sustainable Business Council and others.
- ASBC has created joint membership agreements with several organizational members, including Social Venture Network and Practice Greenhealth.
- ASBC assists in fundraising for organizational members' special initiatives.

### FOR MORE INFORMATION, CONTACT:

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*South Carolina State Representative David Mack, EPA Administrator Gina McCarthy and Frank Knapp, President and CEO of the South Carolina Small Business Chamber of Commerce*