



January 19, 2024

Mr. Chris Hamilton
President
WV Coal Association
200 Coal Association Drive
Charleston, WV 25311

RE: Friends of Coal Grassroots & Social Media Initiative

Dear Mr. Hamilton:

The Friends of Coal Grassroots & Social Media Initiative which began in October and continues today has experienced unprecedented success. The goal of the campaign is to educate, recruit and activate individuals in West Virginia and across the country on our issues.

In just the past three months:

- Added **12,785 new supporters** to the Friends of Coal database (for a total of 37,000)
- Facilitated **14,000 signatures** to the petition urging Bloomberg to stop his war on coal
- Spurred **1,260 letters** to be sent to the EPA regarding the need for grid reliability

This response was generated using a combination of social media advertising and Friends of Coal database outreach. Designed as both a lead acquisition campaign and an issue activation, our messaging resonated with our target audience deeply, to the point of compelling them to action.

In addition to them taking action, they also subscribed to the Friends of Coal database, significantly increasing our army of supporters.

These are tremendous results and unheard of for a state-based trade association, let alone national entities.

Thank you to the WVCA membership for their assistance in amplifying these efforts!

Bricks Without Straw
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