

Corporate Pressure Brief

A Tangency Action Kit

Snapshot

- ****Focus:**** Research + Accountability
- ****Format:**** Brief Template
- ****Time:**** Half-day
- ****Ideal team:**** Researchers + spokespeople
- ****Great for:**** Investor meetings, shareholder actions, consumer pressure campaigns
- ****Deliverable:**** Two-page PDF/slides brief with demand, leverage points, scripts
- ****Materials:**** Company filings, stakeholder quotes, leverage map

Prep checklist

1. Collect public data: annual reports, board lists, philanthropy records.
2. Interview allies or insiders when safe.
3. Map leverage points: shareholders, employees, vendors, regulators, markets.
4. Define the specific policy or dollar shift you want.

Structure

1. ****Page 1 – Stakes & demand.**** Describe the harm, name the impacted community, and state the demand prominently.
2. ****Page 1 – Leverage matrix.**** Table showing each pillar (investors, customers, labor) and proposed actions.
3. ****Page 2 – Scripts & actions.**** Provide supporter scripts (phone/email) and insider scripts for employees or donors.
4. ****Page 2 – Receipts.**** Cite data, quotes, and visuals proving urgency.

Tips

- Include a heat map so local chapters can localize pressure quickly.
- Design for shareability; one pagers should work on phones and in meetings.
- Add a QR code linking to petitions or action forms.

Tools & templates

- Two-page brief template (Slides + PDF)
- Research log for sources and fact checks
- Script pack (supporter + insider)