

AMY J. HAWKINS

ENTREPRENEUR. COMMUNITY LEADER.

A Millennial inspiring "one" person to make a difference.

Communications. Politics. Local Activism. Law Enforcement. *Repeat.* These are the words that drive Amy's passions, all built on the fundamental principles: God has put us here to be conduits of life changing solutions and hope. We just need to know how.

Amy believes that better communication will make all the difference to bringing the change you want to see in your sphere of influence.

Amy Hawkins, owner of Generation Strategies, has been involved in statewide politics for twenty years. Residing in Jackson County, Michigan, she is currently founder and chair of *Police Week Michigan*.

Her expertise includes communications, marketing, networking, political strategy, coalition building and outreach, and equipping of grassroots activists.

Amy has managed communications, built coalitions, and grown outreach for Republicans and conservatives throughout the state with most recent statewide efforts including *Let MI Kids Learn*, *Secure MI Vote*, and *Unlock Michigan*.

She has developed relations with media, created and managed programs, trained candidates, coordinated events, fundraised for causes and candidates, managed teams, orchestrated administration operations, and produced multi-faceted strategic plans.

Amy has a passion for excellence in communications, politics, and service! Let Amy help you and your team understand the "how" to communicate well!

www.amyjaynehawkins.com



Contact Amy: amy@generationstrategies.com
Learn more: www.AmyJayneHawkins.com

TRUSTED BY...

Conservatives

**ELECTED AND
GRASSROOTS
LEADERS**

Candidates

NON-PROFITS

Grassroots

**National and
International
Influencers**

LAW ENFORCEMENT

INSTITUTIONS

Legislators

... and more

FOLLOW AMY

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 www.amyjaynehawkins.com

 amy@generationstrategies.com



20 YEARS
Statewide politics



250+
Public speaking
appearances



100K +
People reached with email or
social media message



Communication Changes Things

Launched in 2015, *Generation Strategies* is a service business built to help others communicate more effectively on their cause and with their audience.

Since its creation, she has been involved with multiple clients serving millions of voices online, spanning the continent and international markets.

Her business has helped:

- Social Media campaigns and clients with content creation, community building and online customer service
- Email campaigns with strategic messages
- Copy crafting, editing, and producing
- Guiding civic leaders in effective communication
- Helping leaders connect with the right people for the right outcome

Ways Amy Can Help You:

- **Specialized Individual and Group Training and Consulting**
- **Communication Strategy** for maximizing positive outcomes
- **Copywriting, ghostwriting, content creation,** writing of op eds and press releases, and production of strategic email content
- **Coalition Building and Networking**
- **Movement Building** for important causes
- **Program** development & implementation
- **Event coordination,** hosting, organizing, and follow up
- **Fundraising** and marketing of causes, candidates, and campaigns
- **Social Media** graphics, building of online communities and growth development



**You can change the world.
It's all about the "how."**

Let Amy help you

- Communicate in an effective way
- Build a robust movement
- Inspire, educate, and equip your audience
- And get your information to the right people for the right results.

**Communication Consultant,
Movement Builder &
Motivational Speaker**

**Communication
changes things.**

Explore working with Amy today!



A Vision and an Action Plan

Amy wants to help leaders understand the importance of communication and how to do it well.

She also wants people to understand: their involvement makes a difference.

She will help you see hope for the future and understand the next steps to take!

- **With 20 years in Michigan politics** she has pioneered grassroots efforts, launching, leading, and playing a team member role on multiple activist causes and campaigns
- **Chair and Founder of Police Week Michigan**, an initiative launched to mobilize state leaders and local activists to speak up and stand up for Law Enforcement in their communities
- **Advocate for educational excellence** as a home school alum and college graduate, she recognizes the significance of truth in education; she currently works to equip and inform grassroots on how to be effective participants in the process
- **Passion for communications** she has experience with media relations, writing of op eds, building key partnerships, and advocating for issues among key influencers
- **Co-founder of movements like** *Jackson County Patriots, Americans Unite for Michigan, Friends of the Sheriff, Education in Michigan Bulletin Board* & grassroots newsletters

CLIENTS HAVE INCLUDED

**STATEWIDE
BALLOT
CAMPAIGNS**

Hillsdale College

**NON PROFIT
ORGANIZATIONS**

**Republican
Strategists**

Leaders

Law Enforcement

National causes

& MORE

EXPERIENCE

- Business Owner
- Communication Strategist
- Former Executive Director of a statewide organization
- Founder of Non-Profit organization
- BA from Spring Arbor University with double major in Communications and Psychology
- Homeschooled long before it was popular

Translator between Leaders & Activists, Grassroots Leader & Conservative Voice in Media

CAUSES INVOLVED WITH

- **Advancing** Conservative Movements
- **Building** Law Enforcement Support
- **Promoting** Youth Programs
- **Participating** in Compassion Causes
- **Contributing** to Senior Care
- **Expanding** Educational Choice efforts
- and more



WHAT OTHERS SAY...

"It's very important to **know how to reach people with your message. Amy is really masterful at this.** She's passionate and dedicated in what she believes and those listening to her appreciate her honesty and candor. Being a good communicator is a tremendous talent. Amy has that talent."

- **State Representative Kathy Schmaltz**



"Amy has a concise, **clear insider view of the political climate.** She "birthed" a grassroots organization "The Patriots" from a small group of concerned citizens into an educated united active citizen's group, a recognized name in Jackson". She is a motivational, passionate, determined force of energy."

- Rosemary T, Jackson County

"**She is a true inspiration. I have heard her speak to an audience several times. She is enthusiastic, knowledgeable and animated.** God has blessed her with a love for people and a deep desire to bring about change in our state and country."

- Sharon S. Livingston County

"Amy encouraged us and **taught us both to speak up at school board meetings, city council meetings & also started door knocking** for several candidates."

- Tim & Brenda H, Jackson County

"I have consulted with Amy on innumerable occasions, in the political and professional realm. **She has never failed to provide me with a sharp, timely message that moved the needle for my organizations.**"

- Matt W, Wayne Co

"I have known and worked with Amy Hawkins for over a decade, and I can assure you she is **one of the best speakers I have ever heard.** She has an ability to reach audiences of all types, and is a subject matter expert on many topics. Her delivery is engaging, well organized, and easy to follow."

- Scott Greenlee, President, Greenlee Consulting