

The Ascendant Athlete, LLC

Supporting Professional Athletes to Advance the Causes of Social Justice

The Ascendant Athlete, LLC is an advisory group that excels at supporting professional athletes to impact social change while positioning themselves for the future.

Our Services: Based upon the idea that lasting change must occur from the top down *and* the bottom up, we offer our clients “National Voice” and “Grassroots Impact” portfolios of support. Our *National Voice Services* appeal to the professional athlete who seeks to raise his or her voice to impact a national debate, and our *Grassroots Impact Services* are tailored to transforming ideas and speech into impactful programs at the community level. Portfolios of service are available as bundled packages or a series of separate deliverables. To set up an initial consultation, **contact CEO Ben Orbach** at BenjaminO@ascendantathlete.com.

“National Voice” Services:

- **Knowledge Package** of expert briefings, curation of background materials, breaking news and weekly updates, and a monthly forecast
- **Fact-finding Site Visits and Meetings** to learn about issues of concern
- **The Powerful Pen** in the form of op-eds, keynote speeches, and congressional testimony
- **Social Media Services** that include original and crafted re-tweets; Twitter campaigns; a customized outreach database; and email blasts to media, constituent groups, and elected reps
- **Public Statement Coaching** that includes drafting talking points, preparation for interviews, and rapid-response consults for tactical positioning on current events
- **Public Appearances and Partnerships** that include securing participation in public events such as service days, keynotes and galas, or meeting with elected representatives; setting up accompanying media opportunities; and representation to national coalitions

“Grassroots Impact” Services:

- **Strategic Planning and Resource Identification** that enable family foundations to leverage national, state, and local level donors and partners
- **Design** of high impact community level projects, service days, awareness campaigns, athletic camps, speaker programs, and special events that support national voice campaigns
- **Impact Assessments** of family foundation programs for effectiveness and efficiency
- **Training** family foundation staff to manage initiatives and programs to achieve highest potential impact
- **Expert Management** of community level projects, events, and campaigns
- **Execution of Fundraising Plans** to include proposal writing and event planning
- **Partnership Cultivation and Coalition Building** with local government, public schools, corporations, civil society groups, other athletes, activists, thought leaders, and citizens