

# 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](http://www.amyjaynehawkins.com)**



Contact Amy: [amy@generationstrategies.com](mailto:amy@generationstrategies.com)  
Learn more: [www.AmyJayneHawkins.com](http://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

 [substack.com/@amyjhawks](https://substack.com/@amyjhawks)

 [www.amyjaynehawkins.com](http://www.amyjaynehawkins.com)

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**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 YOU CAN EXPECT

- Authentic Communication
- Genuine Care for your audience and flexibility to providing the right message
- Clarity and creative delivery of complex topics
- Optimism, complimented with realism, and action steps
- Passion and energetic delivery
- Creative solutions

## WHY WORKING WITH HER WILL MAKE A DIFFERENCE

- Genuine heart to help people and improve communities
- Passionate and authentic about wanting individuals and teams to thrive
- Believes communication, and service through excellence can make a difference
- Will help you know the next step of action for better impact!



Find free downloads,  
products for purchase, and  
training on her website!



## PARTNERSHIP & COLLABORATION PACKETS

Amy's network includes state and national influencers, grassroots activists, organizational leaders, elected leaders, marketplace voices, media, and topic experts. Let her know your needs and she will supply you with a proposal. Free assessment call.

Tell her what services you are looking for and she will assess if her company is a fit for your needs. If a partnership is possible, she will follow up with an official proposal and cost.

## INDIVIDUAL CLIENTS

### LONG TERM CLIENT SERVICES:

- Ghost writing
- Copywriting
- Content creation
- Communication strategies
- Movement building
- Networking & Coalition Building
- Community Partnership
- Media outreach

### PROMOTION PACKAGE:

Have an event or cause you want promoted to key leaders, activists, influencers?

- Promoting your event or candidate, cause or issue to strategic audiences
- Minimum of \$150.00 per item (event/cause)

Submit your effort to her for her consideration.

## NON-PROFIT

**Consulting:** starting rate of \$150.00

**Speaking:** \$500.00 minimum speaking fee

## CORPORATE

**Consulting or Long Term Services:** Rate to be supplied upon identification of project and needs.

**Speaking:** \$500.00 minimum speaking fee

### Package A: \$2,500.00

- Professional keynote speaking (up to 60 minutes)
- Social Media feature

### Package B: \$3,000.00

- 1/2 day seminar
- Professional keynote speaking
- Social media feature

### Package C: \$5,000.00

- Full day seminar
- Professional keynote speaking
- Blog and social media feature on your company

[WWW.AMYJAYNEHAWKINS.COM](http://WWW.AMYJAYNEHAWKINS.COM)

## 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