



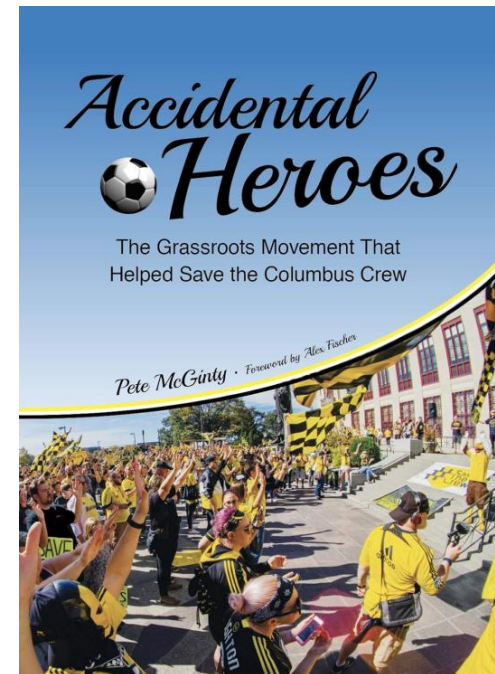
LESSONS FROM A GRASSROOTS MOVEMENT TO SAVE A PROFESSIONAL SOCCER TEAM

PR Track – OHA 2025 Annual Meeting

Monday, May 19, 2025

PR Track – Grassroots Advocacy/Community Relations

- I. Coalition to Strengthen America's Healthcare
- II. #savethecrew & new power movement
- III. Q/A (**prizes!**)
- IV. Conclude



CURRENT CLIMATE

Tailored Research, Policy Reform, Media Coverage



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Ventures**



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INSTITUTE**

THE CULPRIT (HEADLINES)

Hospitals Charge Employees Gets Fuzzy

Rising Hospital Prices Hit Local Economies Why?

The Col

Rising healthcare prices have long eroded U.S. wages. They are doing that by eating into jobs.

“Employers that face increases in healthcare spending respond by laying off workers who they can no longer afford to retain,” said Zarek Brot-Goldberg, an economist at the University of Chicago and a researcher involved in the study.

By *Melanie Evans, Andrew Mollica and Josh Ulick*

Companies shed workers in the year after local hospitals raise their prices, new research found.

Higher hospital prices pushed up premiums for employees’ health insurance, which businesses help pay for.

The study, which is scheduled to be published on Monday as a National Bureau of Economic Research working paper, is a comprehensive look at one way that companies manage higher premiums: cutting payrolls.

Prices go up for several reasons. Consumers will pay more when they get new technology or more in return, for example. That isn’t the case following many hospital mergers, studies find. Quality doesn’t get better, but the prices nonetheless rise.

Hospitals said the combined resources after mergers create efficiencies and improve operations as newly merged organizations share talent and strategies. “The fact is, individual *Please turn to page A2*

HEALTHCARE

Are Columbus hospital employees good for patients? Buckeye questions costs

They We Hospital

With the help of a consulting firm, the Providence hospital system trained staff to wring money out of patients, even those eligible for free care.

FAT JOE

GREE

TOUR

Bleeding Americans Dry: The Role of Big Hospital Corporations in Driving Our Nation’s Health Care Affordability and Quality Crisis

SYSTEM ns In Debt!!!

NATIONAL INITIATIVE

Coalition to Strengthen America's Healthcare

Focus areas: defending Medicare, funding rural health, protecting access to care, supporting and growing workforce.



OHIO HOSPITALS

- delivering high quality and compassionate care;
- creating and sustaining jobs;
- improving health outcomes;
- ensuring access to care throughout the state;
- advancing health education and research;
- responding to community specific needs.

250 hospitals, 15 health systems

375,000 employees (caregivers)

39.8 million patient encounters
(2024)

121,837 babies delivered

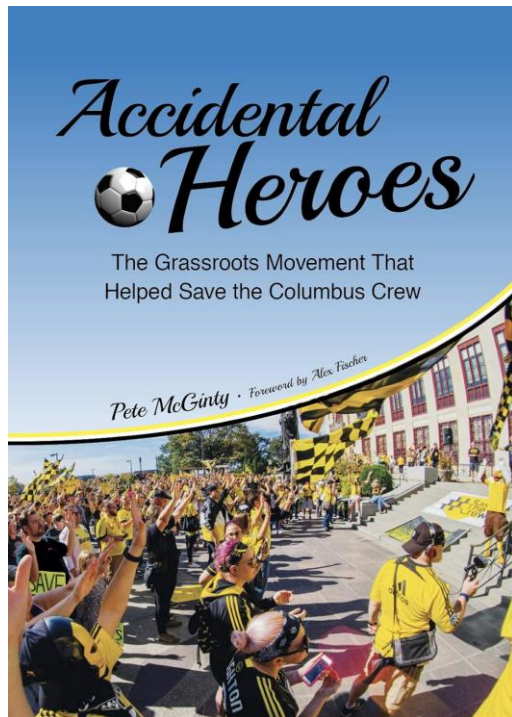
\$5.58 billion community benefit

\$102.9 billion economic impact

PETE MCGINTY

Author, retired marketing/PR executive

Accidental Heroes: The Grassroots Movement That Helped Save the Columbus Crew





Save
The
Crew

“You say you want a
revolution. Well, you know, we
all want to change the world.
You say you got a real solution.
Well, you know, we’d all love
to see the plan.”

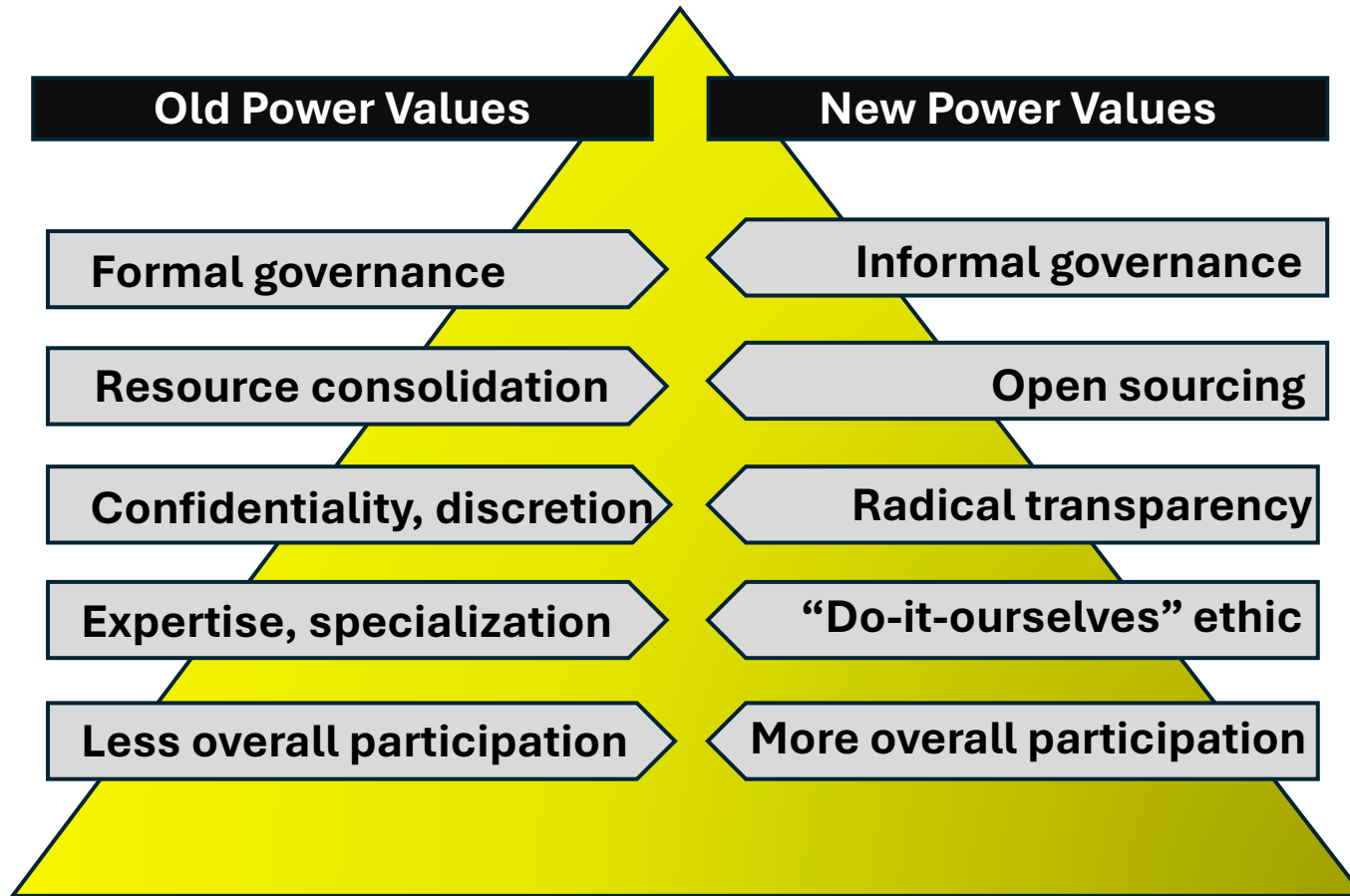
John Lennon and Paul McCartney



How Power Works in Our
Hyperconnected World—and
How to Make It Work for You

NEW POWER

JEREMY HEIMANS
and HENRY TIMMS



Old Power Characteristics

New Power Characteristics

Currency

Current

Held by few

Made by many

Downloads

Uploads

Commands

Shares

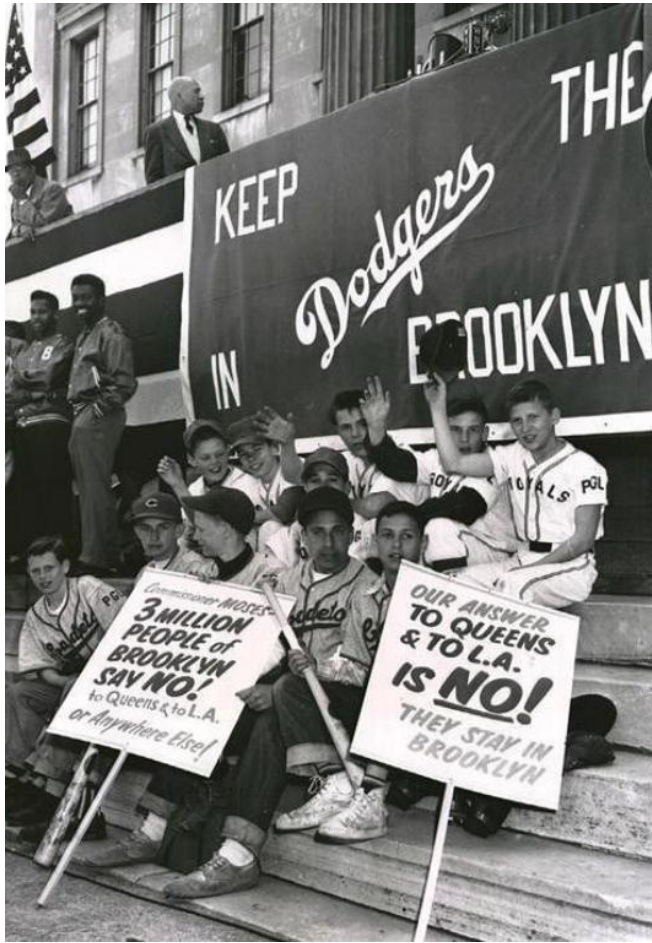
Leader-driven

Peer-driven

Closed

Open







Grant Wahl 

@GrantWahl



Columbus Crew owner Anthony Precourt is set to move team to Austin, Texas, in 2019 if downtown stadium can't happen in Columbus. Story soon.

 1,856 10:51 PM - Oct 16, 2017







Morgan Hughes
@Morgan_Hughes



Well, I'm officially done with all
niney-six stages of grief. Time to
get to work. Standby. #CrewSC

12

4

114



17 Oct 2017



Morgan Hughes
@Morgan_Hughes



Anyone who thinks this is over,
you're wrong. This is not over. Tell
everyone you know. #SaveTheCrew



17 Oct 2017




























































200+

Supporter Group Allies

Save The Crew.



- | | | | | | |
|---|--|---|--|---|---|
|  <p>Dayton, OH</p>   | <p>FIVE OH CREW</p> <p>Louisville, KY</p>  |  <p>Columbus, OH</p>   |  <p>Dublin, OH</p>  | <p>LIMALAND MASSIVE</p> <p>Lima, OH</p>  | |
|  <p>Lake County, OH</p>  |  <p>Youngstown/Warre..., OH</p>   |  <p>Phoenix, AZ</p>  | <p>FOUR-OH-CREW</p> <p>Lincoln/Omaha, NE</p>  |  <p>Erie, PA</p>  |  <p>Charlotte, NC</p>   |
|  <p>Columbus, OH</p>     |  <p>Milwaukee, WI</p>  |  <p>Columbus, OH</p>   |  <p>Bowling Green, OH</p>   |  <p>Akron-Canton, OH</p>    | <p>NORDECKE</p> <p>Columbus, OH</p>    |
|  <p>Cleveland, OH</p> |  <p>Chicago, IL</p> |  <p>Columbus, OH</p> |  <p>COLUMBUS, OH</p> |  <p>Denver, CO</p> |  <p>Columbus, OH</p> |

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 BREWING CO
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Roosters
 A FUN, CASUAL JOINT


 Khan Spine Ventures

PIADA
 ITALIAN STREET FOOD


 COLUMBUS RUNNING
 COMPANY

4th & 1st
 CLASSIC
 COLUMBUS





Tim Myers
@timmyers15



To support **#SaveTheCrew** I present this report (“What’s the Truth?”) analyzing PSV/**@MLS** claims using available data.

What's the Truth?

Some Actual Columbus Crew Metrics for MLS Consideration

Prepared by Tim Myers
@timmyers15
In support of #SaveTheCrew

Whats the Truth Columbus Crew analysis
11.14.2017.pdf
[@drive.google.com](#)

14 Nov 2017



Tim Myers
@timmyers15



To support **#SaveTheCrew** I present this new report (“Quiet Lies”) analyzing PSV & **@MLS** claims. (Thread)
bit.ly/2ER9vd0

Quiet Lies

Get Insights of MLS Registered Information on the Columbus Crew For Better Consideration

Prepared by Tim Myers
@timmyers15
In support of #SaveTheCrew

Quiet Lies-A Report in Support of #SaveTheCre...
[drive.google.com](#)

17 Jan 2018



Save The Crew.

The Organizers

The core group of fans who worked behind the scenes to Save The Crew.



John Zidar

Creative Director and Lead Designer
@jzidar



John Zidar

Spokesperson
@morgan_hughes



Tom Davis

Lead Web Developer
@tomdy



David Foust

Strategy and Special Projects Lead



Kelly Foust

Administrative Assistant



Ben Hoelzel

Supporter Group Liaison
@crewunion



Kevin McCollough

Director of Merchandise Operations



Robert Rovick

Finance



Andrew King

Strategic Adviser and Outreach



Sarah Hall

Graphic Designer, Community Outreach
@sarahhall19



David Miller

Communications Director
@davidmiller0799



Donny Murray

Business Affairs Director
@donnymurray



Keith Naas

Researcher
@knaas



Tobias Roediger

Messaging Strategist, Creative Director
@tobiasroediger



Darby Schaaf

Volunteer and Outreach Liaison
@tdanliberal



Mark Vuchenich

Messaging Strategist, Creative Director
@markvuchenich



Dear Future Owner of Columbus Crew SC,

We'd like to start by saying thank you. Thank you for standing up for our city. Thank you for believing, and investing, in the future of our soccer club. We will always and forever be grateful.

Over the last seven months our group has worked tirelessly with Crew fans everywhere to reach this pivotal moment. We've spread the message worldwide, rallied the local community together, and have actively worked on marketing promotions and brand building designed to strengthen the deep roots of our city's team. In short, we've created the most effective grassroots movement in US sports history.

Time after time, we've heard from the dedicated Crew fanbase, who feel they've been abandoned. Their voices ignored. Their community forgotten. Columbus Crew SC has never had majority local ownership, and thus has never fulfilled its true and glorious potential.

It all changes with you.

After you invest in this team, Save The Crew pledges to place the full might of this movement squarely behind you. We promise to support you completely. We will use every strategic tool at our disposal to ensure that the Crew is a massively successful franchise, on and off the field, in Columbus for generations to come.

To that end we recently announced an initiative to collect season ticket pledges for the 2019 season (savethecrew.com/project2019/pledge). More than 5,000 season tickets were pledged to a new, local, investor/operator within the first 48-hours. This list is part of our commitment to help you hit the ground running.

The shadow cast by history is a long one. When the book is written about how our entire community rallied to save this team, the final chapter will be about the local Columbus leaders who stepped in and Saved The Crew.

Respectfully,
Your friends at Save The Crew



R E S P E C T • Y O U R • R O O T S



Save The Crew.



THE STADIUM

On August 6th, 2018, at a special event featuring Crew legend Dante Washington, Save The Crew unveiled a secret project we had spent months on. It was time for us to reveal what a new stadium could look like if it was designed with our unique history and fan base in mind.



STC team presents Ale Moreno with the Community Kit prior to a 2018 game at MAPFRE Stadium. *Photo credit: STC*



■ Respect Your Roots mural at Land-Grant Brewing Company. Photo credit: GTO





CONTINUING COVERAGE

1996 LAW MAY SAVE THE CREW COLUMBUS

NCAAF T25

Aust Peay

18 UCF

160: PHOTO BY AP/WIDEWORLD



Our Dear Austin Ad

Watch our Dear Austin ad where we connect with the hearts of Austinites.

Watch



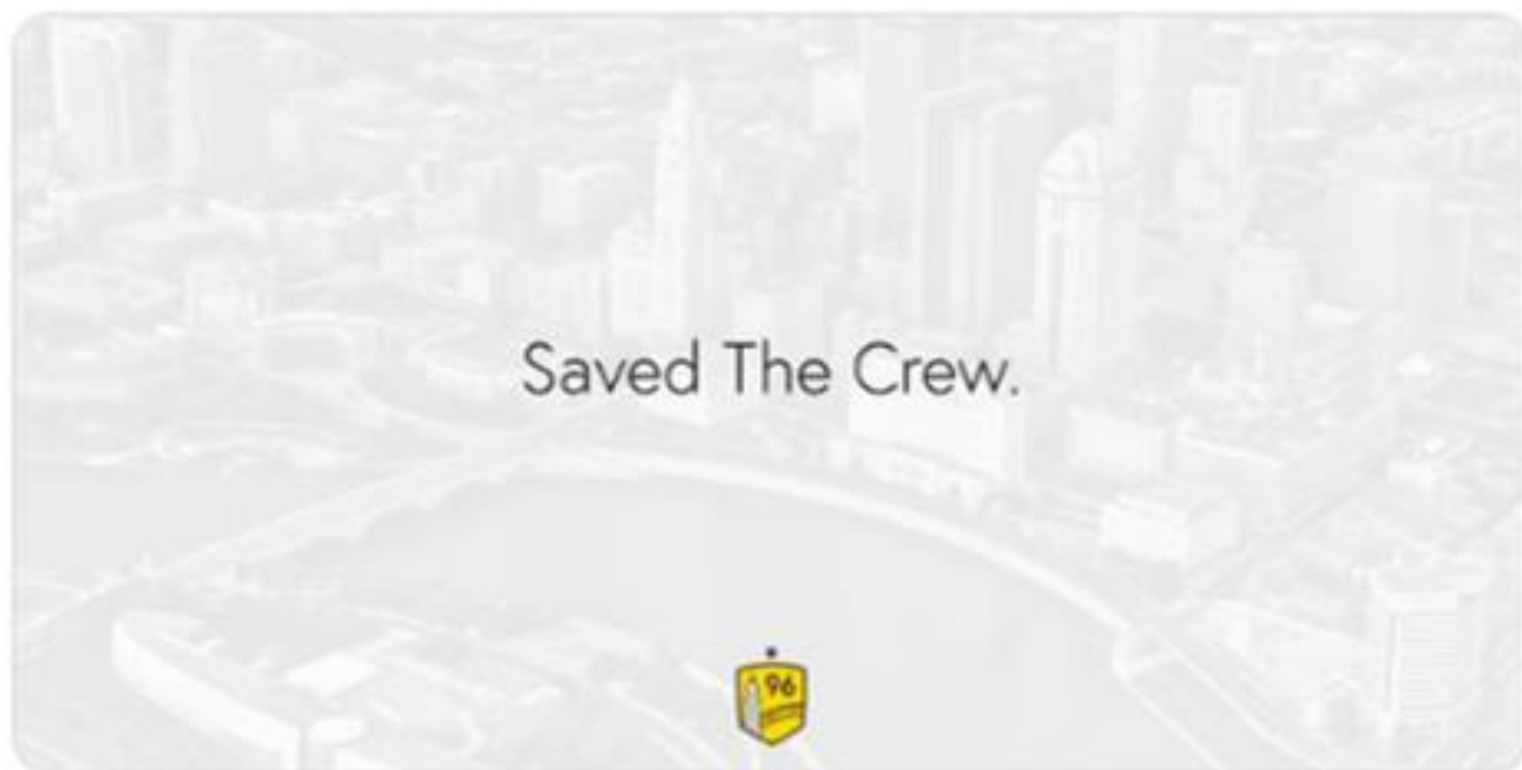
- Pool: “I really hope you are a good and faithful partner to the city of Austin...”
Precourt: “I promise, I will be, I will be...”
Pool: “In ways that you were not in Columbus—you’re on the record now for promises that you must fulfill.”
Precourt: “I will fulfill them. I promise you that.”
Pool: “I hope everyone catches that. Anthony Precourt promises to fulfill his promises.”



Save The Crew
@Save_The_Crew



We ALL did this. Together.
[#SaveTheCrew](#) [#SavedTheCrew](#)



1:03 PM · Oct 12, 2018 · [Sprout Social](#)











The Save the Crew New Power Movement Playbook

1. Mobilize
2. Harness the passion
3. Channel the emotion
4. Execute strategy
5. Keep it simple
6. Stay consistent
7. Hammer, hammer, hammer your message
8. Be the good guy



**"Everyone has a plan 'till they
get punched in the mouth." -
Mike Tyson**



AUDIENCE Q/A - PRIZES

Please raise your hand to be called on.



Book Review (2020):

“When people come together to change the world around them...

...they always succeed.

That is the story of #SaveTheCrew, and it's a message that is more important today than ever before.”

Ensuring Ohioans' access to high-quality hospital care in their communities

Pete McGinty

Author, retired marketing/PR executive

petemcginty2@gmail.com

Ohio Hospital Association

65 E. State St., Suite 500
Columbus, OH 43215-4227

T 614-221-7614

ohiohospitals.org

John Palmer, MA, APR

Director of Media and Public Relations

John.palmer@ohiohospitals.org



Ohio Hospital Association



HelpingOhioHospitals



@OhioHospitals



www.youtube.com/user/OHA1915