


CHECKLIST OF EVALUATING A PROXY SOLICITOR

Retaining a Proxy Solicitor to support your shareholder activism can substantially increase your likelihood of success. But how do you know you are hiring the right resource for your specific campaign? Below is a simple checklist to ensure you ask the right questions before making an investment.

[Read This Blog to Learn More About Proxy Solicitors](#)

CAMPAIGN ACTIVITY 	
<ul style="list-style-type: none"> Formulate and clearly document your proxy objectives, related research, activities performed to date, obstacles you face, and other expectations. 	
<ul style="list-style-type: none"> Determine the shareholder structure, as best you can. Not all companies have expansive shareholder bases. Or, institutional investors hold enough shares to assemble the voting bloc. A proxy solicitor is not always necessary, especially if you are already engaged with an attorney. 	
<ul style="list-style-type: none"> Establish a budget to fund your proxy solicitation and related activities. 	
<ul style="list-style-type: none"> If you have a relationship with an attorney that specializes in securities law, request a referral. (Later, before you make your selection, first ask your attorney's opinion.) 	
<ul style="list-style-type: none"> Research a list of potential Proxy Solicitors and identify a point of contact at the top three organizations that seem to best fit your needs. 	
<ul style="list-style-type: none"> Engage consultations and when you feel comfortable with a firm, share your documentation and request a written proposal. Request that this document include an itemization of fees. 	
<ul style="list-style-type: none"> Ask for insights into the types of processes the firm has in place to efficiently and effectively secure proxy votes for this campaign. 	
<ul style="list-style-type: none"> Find out if the firm has relationships with the corporation, stakeholders, or institutional investors that firm would leverage to ensure the success of your campaign. 	
<ul style="list-style-type: none"> Request copies of proxy documentation the firm created for other clients in similar situations. (Ideally, the firm has managed a successful solicitation program at the corporation that is your focus.) 	
<ul style="list-style-type: none"> Have the firm clearly articulate the specific obstacle and the strategy for overcoming challenges. 	
<ul style="list-style-type: none"> Before making a final determination, request clarification on exactly what you will be required to deliver to ensure success. And learn what the next steps will be to actually engage the program. 	

We hope this checklist helps advance your shareholder campaign. For more information on these strategies and tools for shareholder activism, please check out: "Sounding the Call: Campaign Communications Tactics for Shareholder Activists," is an essential guide to the basic building blocks of campaign communications, by visiting <http://theshareholderactivist.com/ebook/>, email us at Info@TheShareholderActivist.com.