



Commission on Governmental Ethics and Election Practices  
Mail: 135 State House Station, Augusta, Maine 04333  
Office: 45 Memorial Circle, Augusta ME, 04333

Website: [www.maine.gov/ethics](http://www.maine.gov/ethics)  
Phone: 207-287-4179  
Fax: 207-287-6775

## 2025 Grassroots Lobbying Report – 132<sup>ND</sup> Legislature

Please refer to the last page for instructions and filing schedule.

Spender Information		
Spender	RAI Services Company	
Contact Person	Jessica Bowman	
Mailing Address	401 N. Main Street	
City	Winston-Salem	State
		NC
ZIP	27102	
Email	bowmanj7@rjrt.com	Phone
		(336) 741-2667
Fax		
Description of business activity or mission of the Spender		
Legislative Actions		
List all Legislative Actions that are the subject of the grassroots lobbying. Attach additional pages as needed.		
L.D. / L.R. Number	Title	Support / Oppose
LD 210	An Act Making Unified Appropriations and Allocations from the General Fund and Other Funds for the Expenditures of State Government and Changing Certain Provisions of the Law Necessary to the Proper Operations of State	Oppose
LD 377	An Act to Establish a University of Maine Medical School and to Dedicate Funds from Raising the Cigarette Tax to the School	Oppose
Expenditure Overview		
List the total expenditures in aggregate incurred in the calendar month for grassroots lobbying (itemized on Schedule A).		
Amount	\$ 5,901.22	
Month Covered by Report:	March	
Certification		
I, <u>Jessica Bowman</u> , affirm that the information contained in this report is true and complete		
and that no information is knowingly withheld to the best of my knowledge.		
Signature		Date
		April 8, 2025

Unsworn falsification is a Class D crime (17-A M.R.S.A. § 453)

**SCHEDULE A**  
**Grassroots Lobbying Expenditures**

- Enter all expenditures made to influence the Legislative Actions by grassroots lobbying listed on page 1.
- The Expenditure Type Codes are listed in the below chart.
- The Remarks section is to provide a more detailed description of the purchase. (For the LIT code the Remarks could be "Purchase of flyers to be distributed door-to-door by volunteers.")

EXPENDITURE TYPE CODES				
LIT	Printed grassroots lobbying materials (palmcards, signs, stickers, flyers etc.)		POL	Polling and survey research
MHS	Mail house and direct mail (design, printing, mailing, and postage)		POS	Postage for US Mail and mailbox fees
ONL	Social medial and online advertising only		PRO	Professional services (graphic design, legal services, web design)
OTH	Other		RAD	Radio ads and production costs only
PER	Personnel and campaign staff, consulting, and independent contractors; not in-house employees		TVN	TV/Cable ads, production, and media buyer costs only
PHO	Phones (phone banking, robocalls, and texts)		WEB	Website and internet costs (website domain and registration, etc.)

  

Date	Payee Name			Amount
3/31/2025	Majority Strategies			
	Mailing Address			
	PO Box 679219			
Code Type	City	State	ZIP	\$ 967.74
PRO	Dallas	TX	75267	
Remarks (Required)				
Website maintenance				
Date	Payee Name			Amount
3/31/2025	McKinley Strategies			
	Mailing Address			
	7257 Fulton Dr. NW, Ste. 59 #282			
Code Type	City	State	ZIP	\$ 4,933.48
PER	Canton	OH	44718	
Remarks (Required)				
Grassroots consultants				
Date	Payee Name			Amount
	Mailing Address			
Code Type	City	State	ZIP	
Remarks (Required)				
Date	Payee Name			Amount
	Mailing Address			
Code Type	City	State	ZIP	
Remarks (Required)				
Date	Payee Name			Amount
	Mailing Address			
Code Type	City	State	ZIP	
Remarks (Required)				
Total expenditures this page only ⇒				\$ 5,901.22

Spender: RAI Services Company

Page 3 of 3  
Schedule B only  
Duplicate as needed.

**SCHEDULE B**  
**Original Sources**

Any person who pays \$1,000 or more in a lobbying year to any other person for the purpose of grassroots lobbying is an original source, except if the payments are membership dues to non-profit corporations. If an original source is a for-profit or non-profit corporation or limited partnership, then that organization is the original source and not its individual members.

Complete this section if any funds were received by the person required to complete this report for the purpose of the reported grassroots lobbying activity.

Name of Source		Payment Amount
Mailing Address		
City	State	ZIP
Name of Source		Payment Amount
Mailing Address		
City	State	ZIP
Name of Source		Payment Amount
Mailing Address		
City	State	ZIP
Name of Source		Payment Amount
Mailing Address		
City	State	ZIP
Name of Source		Payment Amount
Mailing Address		
City	State	ZIP
Name of Source		Payment Amount
Mailing Address		
City	State	ZIP
Name of Source		Payment Amount
Mailing Address		
City	State	ZIP

## Instructions and Definitions for Grassroots Lobbying Report

*(Please refer the statutes for exact definitions and requirements.)*

"Grassroots lobbying" means to communicate with members of the general public to solicit them to communicate directly with any covered official for the purpose of influencing legislative action, other than legislation that is before the Legislature as a result of a direct initiative, when that solicitation is made by:

- A. A broadcast, cable or satellite transmission;
- B. A communication delivered by print media;
- C. A letter or other written communication delivered by mail or by comparable delivery service;
- D. A communication delivered by e-mail, a website or any other digital format;
- E. Telephone; or
- F. A method of communication similar to those listed in paragraphs A to E.

Grassroots lobbying does not include a person communicating with the person's stockholders, employees, board members, officers or dues-paying members. (3 M.R.S. § 312-A(7-B))

"Covered official" means an official in the executive branch, an official in the legislative branch, a constitutional officer, the Governor and the Governor's cabinet and staff. (3 M.R.S. § 312-A(4-B))

"Legislative action" means a bill, resolution, amendment, or other matter before the Legislature, legislative committee, or before the Governor for approval or veto. (3 M.R.S. § 312-A(8))

"Lobbying year" starts on December 1<sup>st</sup> and ends on November 30<sup>th</sup> of the following year. (3 M.R.S. § 312-A(15))

"Solicit" means to entreat, implore, urge, or ask. (3 M.R.S. § 312-A(14-A))

"Person" means an individual, corporation, proprietorship, association, professional association, labor union, firm, partnership, municipality or quasi-municipality, or group of persons acting in concert. (3 M.R.S. § 312-A(12))

**Expenditure Threshold.** When a person makes or incurs expenditures for grassroots lobbying exceeding \$2,000 in a calendar month, the purchaser must file a grassroots lobbying report. (3 M.R.S. § 317-A)

**Report Due Date.** A grassroots lobbying report is due on the 15<sup>th</sup> day of the month following the month the expenditure threshold was exceeded. (3 M.R.S. § 317-A)

### Filing Schedule

Report Name	Due Date	Report Period
January Grassroots Lobbying Report	January 15, 2025	December 1 – December 31
February Grassroots Lobbying Report	February 18, 2025	January 1 – January 31
March Grassroots Lobbying Report	March 17, 2025	February 1 – February 28
April Grassroots Lobbying Report	April 15, 2025	March 1 – March 31
May Grassroots Lobbying Report	May 15, 2025	April 1 – April 30
June Grassroots Lobbying Report	June 16, 2025	May 1 – May 31
July Grassroots Lobbying Report	July 15, 2025	June 1 – June 30
August Grassroots Lobbying Report	August 15, 2025	July 1 – July 31
September Grassroots Lobbying Report	September 15, 2025	August 1 – August 31
October Grassroots Lobbying Report	October 15, 2025	September 1 – September 30
November Grassroots Lobbying Report	November 17, 2025	October 1 – October 31
December Grassroots Lobbying Report	December 15, 2025	November 1 – November 30