



Driving integrated advocacy solutions.

Advanced Advocacy is an independent advocacy and public affairs firm that specializes in issue campaigns, coalition management, third parties and alliances, and grassroots activation. We design and execute winning integrated strategies at the state, federal, and international levels.

Gone are the days when shoe leather lobbying and a communications strategy alone were sufficient to win issue campaigns. Advocacy today is more sophisticated, competitive, and integrated than ever before.

Today, there is a need to build coalitions and effectively and efficiently integrate verticals of public affairs that include: government relations, policy, communications, digital advocacy, in-state efforts, grassroots, and third parties. This integrated approach conditions the legislative and regulatory environment for success.



Integrated Advocacy

Advocacy efforts can span across companies and organizations to include government relations and lobbying, public relations and communications, digital and online, grassroots and in-state, policy and legal, and public and external affairs. But how do they all work together in sync? Integrating these verticals can be a challenge, but is necessary to maximize value and resources. Advanced Advocacy has extensive experience and expertise in coordinating and managing these operations.



Coalition Management

Effective coalition management is critical to ensure success. Understanding coalition members, their missions, their functions, their personalities, and unique value propositions is imperative. Whether it's a long or short-term coalition effort, effective and efficient management will enable success and keep the coalition members committed to and engaged on the issue. Advanced Advocacy has managed a variety of coalitions from Fortune 500 companies to main street businesses.



Third Parties & Alliances

Advanced Advocacy works to identify, educate, and activate like-minded groups, organizations, and associations to support and defend efforts and issues on the local, state, national, and international levels. Third parties represent demographics, constituencies, movements, or can be based on issue areas. Engaging third-party validators is imperative whether you're building a groundswell, micro-targeting, or conducting an education campaign. Operating as independent voices or united together as a coalition, third parties and alliances are a core component to a winning campaign.



Andrew Kovalcin
Principal



Andrew Kovalcin is a seasoned issue campaign professional with 20+ years of experience representing Fortune 500 companies, including the world's largest business association, the U.S. Chamber of Commerce.

His diverse set of skills and experience come from his blend of work in Congress, agencies and trade associations, and with state legislatures. Andrew has managed global coalitions, built national and international strategic alliance networks, acted as a national spokesperson, and designed and implemented multifaceted issue advocacy campaigns. Most recently Andrew was the Senior Director of Advocacy and External Affairs at the U.S. Chamber of Commerce where he led and managed a major division's effort to integrate government and public affairs. While at the Chamber he directly represented over 35 diverse companies including technology, software, bio/pharmaceuticals, luxury brands, consumer goods, and the film and recording industries.

He developed and implemented comprehensive strategies and messaging to promote issues related to technology, healthcare, innovation, legal reform, and intellectual property. His data-driven approach has included identifying new and creative approaches to delivering messages to various audiences around the country and the globe, and ensuring these messages echo back to Washington. Andrew has extensive experience engaging and activating advocacy organizations, think tanks, academics, policy experts, and grassroots leaders. His experience includes working at the Republican National Committee for a Gubernatorial GOTV effort and serving as a professional staff member in the office of Congresswoman Ginny Brown-Waite (R-FL).

Previously he worked at DCI Group, a public affairs firm specializing in using a political campaign style to develop and execute strategic lobbying campaigns. Andrew has also established the North Carolina chapter of a national healthcare coalition promoting consumer protections, and managed a North Carolina State House of Representatives campaign.



Pasquale "Pat" DiFrancesco
Vice President



Pat DiFrancesco is a coalition strategist, fundraiser, and policy advocate with extensive experience building diverse partnerships across political and ideological spectrums to advance complex objectives on healthcare, technology and innovation, intellectual property, energy, trade, and regulatory policy.

As Vice President at Advanced Advocacy, Pat builds and manages coalitions spanning conservative, free-market, progressive, multicultural, and disability rights organizations to advance policy advocacy and education campaigns for corporate clients, trade associations, non-profit organizations, and research institutions.

Previously, Pat served as the Director of Corporate Relations and Manager of External Affairs at the Mercatus Center at George Mason University, the world's premier university source for market-oriented research and ideas. In these roles, he grew the corporate fundraising portfolio to seven figures for the first time in the organization's history and developed partnership frameworks with academics, business leaders, and policy stakeholders to inform federal and state testimony, regulatory comments, and policy engagement.

Earlier in his career, Pat co-led a nine-state gubernatorial education campaign at Advanced Energy Economy that resulted in 14 candidates adopting advanced energy policies, with all nine winning candidates subsequently enacting legislation advancing the campaign's goals. He has also worked for The Fund for American Studies, Babst Calland Attorneys at Law, and former Pennsylvania Democratic Whip Michael Hanna.

Pat holds an M.A. in Economics from George Mason University and a B.A. in Political Science and Environmental Studies from Allegheny College, where he graduated magna cum laude. He serves on The Fund for American Studies Board of Regents, is a member of the American Enterprise Institute's Leadership Network, and a 2018 Clean Energy Leadership Institute (CELI) fellow. As an undergraduate, Pat was a Bonner AmeriCorps Scholar, completing over 1,700 hours of community service. He is a Pittsburgh native and a classic country music fan.