

Measuring and Communicating the Value of Grassroots

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Welcome and Goals

Your Host



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Our Agenda

- Establishing a measurement framework
- Typical quantitative measures
- Typical qualitative measures
- Sample dashboards

Step 1 - Analyze

- Assess the issues and situation
- Get the perspective of stakeholders
- Establish the benchmarks and goals



Purpose: There is no finish line if there is no starting line.

Assess the Issues and Situation

- Assess business and govt relations priorities
- Can grassroots help?
 - Will advocates care?
 - Target can be swayed?
 - Score your opportunity
- Be intentional and realistic



Get Stakeholder Perspective

- You have your opinion, now get theirs
- Collaborate with Govt Relations Staff
- Engage BU leaders, policy committees, senior leaders
- You have to agree first on where to use grassroots



Establish Goals and Benchmarks

- Once priorities are established, then set benchmarks toward your goals.
- What does success look like for you?
- There isn't a universal truth



Step 2 - Engage

- **External**
 - Legislators, Partners, Media
- **Internal**
 - Potential and current advocates
 - Senior leadership and CEOs
- **Run metrics on each component**



*If a tree falls in the forest,
and no one's around...*

Step 3: Assess



- Run the numbers of the metrics
- Evaluate qualitative goals
- Balance outputs with outcomes

*Purpose: Did you move the needle?
(Whichever needle that may be)*

Quantitative Metrics



- 
- Open rates
 - Conversion rates
 - Petition signatures
 - Web hits
 - Attendance at events
- Number of advocates that signed up
 - Number of letters, calls, emails, posts
 - Number of key contacts recruited
 - Number of site visits held
 - Response letters received
 - Quantified business value – taxes saved, etc.
 - Social media posts
 - Social media engagement

Qualitative Metrics



- Relationship markers that demonstrate more in-depth advocacy opportunities
- Key meetings obtained with legislators because of increased awareness of your efforts
- They call you first
- Legislative advancements
- Increased awareness and recognition of the value proposition you provide to the organization
- Community support

Measurement Approaches		
Basis for Measurement	Approaches/Examples	Comments
Goal achievement	- Side-by-side comparison of accomplishments vs. agreed upon goals	- Requires agreed upon goals and a stable environment that allows forward planning
Internal customer satisfaction	- Internal surveys - Executive interviews	- Requires preparation - Interviews require executive time and availability
Public or constituency opinion	- Brand preference - Opinion on issues	- If the exclusive form of measurement, tends to signal that the ends justify the means
Benefit quantification	- Specific quantified estimates of business benefit, usually in dollar terms	- Difficulty in, and single-minded focus on, “dollarizing” every action taken - May crowd out recognition of strategic value creation that is not easily “dollarized” - Works easiest in project-based work environments
Qualitative scoring	- Rating of PA performance on various dimensions, such as high, medium and low	- Required defining various dimensions of PA performance, and agreement on rating definitions
Issue-based	- Measure progress on an issue using defined stages or pre-defined milestones	- Appropriate for multi-year issues

Source: Considerations for Measuring Public Affairs’ Value, Public Affairs Management Report, Public Affairs Council, 2000

Measuring Success Dashboard Development

Activity Measures

Measures that reflect the central tactical areas of engagement

- Strategic media relations
- Key influencer outreach
- Thought leadership / executive visibility
- Partnerships

Environmental Measures

Quantitative and qualitative measures to evaluate the volume and quality of media coverage and thought leadership

- Media placements
- Coverage tonality
- Coverage of platform themes/messages
- Executive mentions/quotes

Perception Measures

Stakeholder research to understand how engagement is shaping opinions

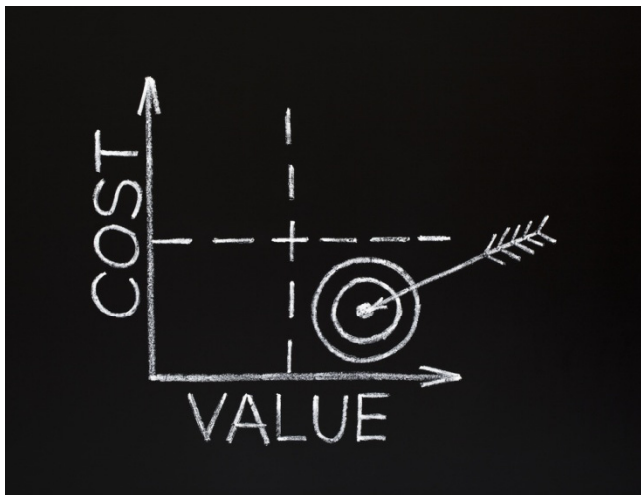
- Third-party reputation rankings and awards
- Proprietary research

ROI Measure (Essential for GA)

Estimated revenue gain or protection

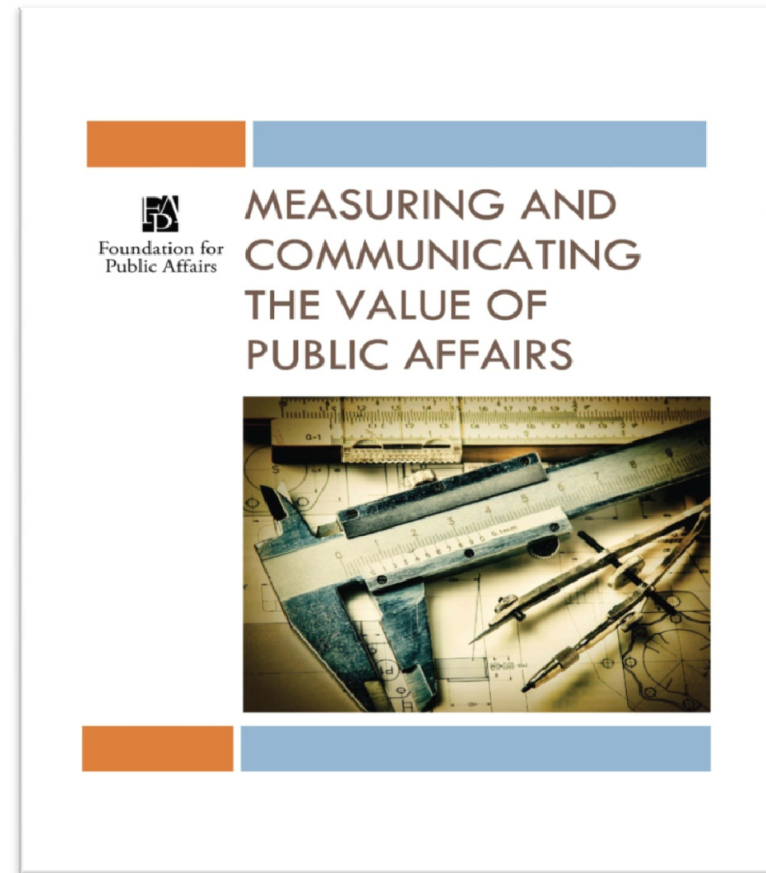
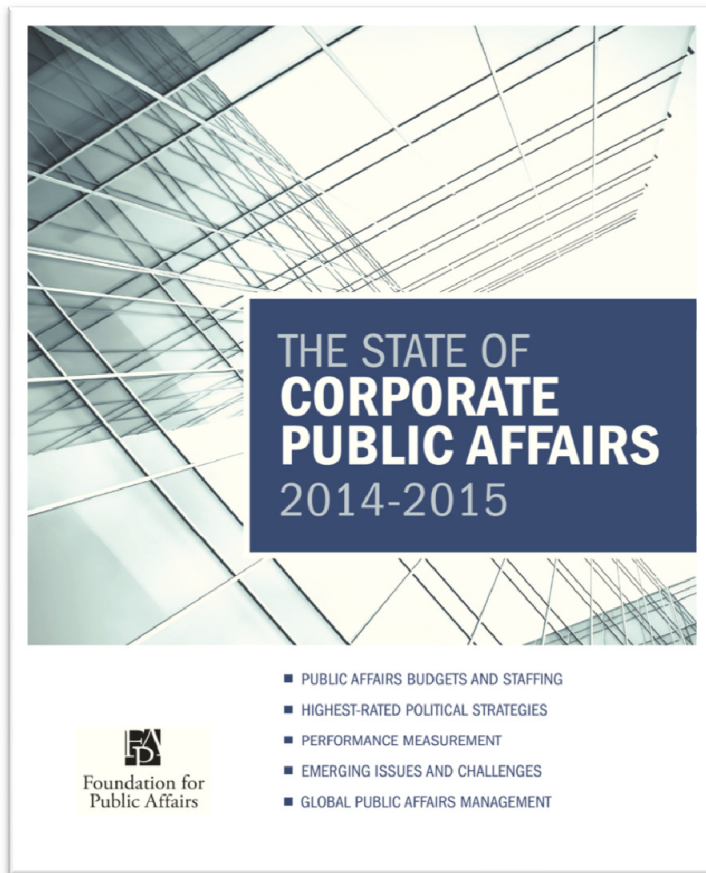
- Estimated by Reputable third-party/ Internal stakeholders

Communicating ROI



- Have a formalized business planning process to align with corporate goals
- Formalize meetings w/business leaders to review issues & establish priorities
- Periodic updates on status & direction – Bi-Annual review of accomplishments
- Senior PA and GA exec is member of corporate strategic planning
- Dedicated relationship between PA and business unit leaders

Additional Resources



<http://pac.org/publications>

Questions?

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