

Increasing Political Engagement at Your Association

May 18, 2017

Presenters:
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Jessica Cooper



TODAY'S AGENDA

- 
- Common Pitfalls and Critiques
 - Benchmarking Grassroots and PAC
 - PAC Engagement Strategies
 - Grassroots Engagement Strategies
 - Building a Culture of Political Involvement
 - Q&A and Open Discussion

WHY ARE YOUR MEMBERS DISENGAGED?

Common Member Excuses for Not Being Engaged:

I am too busy

Nothing happens in Washington

I don't "like" politics

I am not a politician

Politicians are all liars or money in politics is corruption

My association is just too: conservative or liberal

My association is just an "old boys' club"

I can't have an impact

FOR EVERY EXCUSE, THERE LIES AN OPPORTUNITY

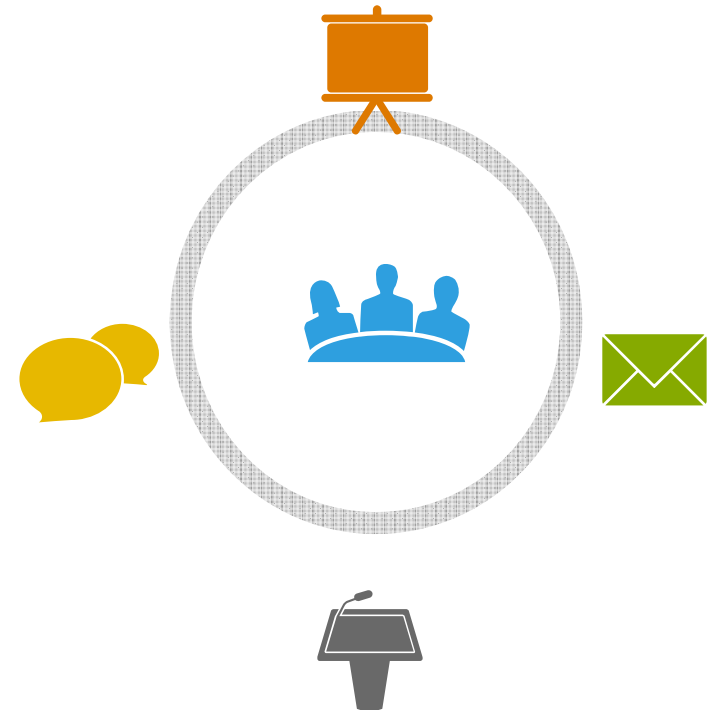
How can you increase political engagement?

Ultimate Goal: change your organizational culture

Increase PAC participation

Increase grassroots participation

Increase governance and volunteer participation



MOVE THEM UP THE ENGAGEMENT LADDER

Data is the most important tool here. Otherwise this is your engagement ladder:



TOP MEMBER ASSN PACS BY TOTAL INDIVIDUAL CONTRIBUTIONS FOR THE 2016 E.C.

1. *National Rifle Association*
2. *National Association of Relators*
3. *American Association for Justice*
4. *League of Conservation Voters*
5. *American Society of Anesthesiologists*
6. *American College of Radiology Association*
7. *American Institute of Certified Public Accountants*
8. *American Dental Association*
9. *The Council of Insurance Agents and Brokers*
10. *National Federation of Independent Business*

TOP TRADE ASSN PACS BY TOTAL INDIVIDUAL CONTRIBUTIONS FOR THE 2016 E.C.

1. *National Automobile Dealers Association*
2. *National Beer Wholesalers Associations*
3. *American Resort Development Association*
4. *National Rural Electric Cooperative*
5. *Credit Union National Association*
6. *National Multifamily Housing Council*
7. *National Association of Homebuilders*
8. *National Cable and Telecommunications Association*
9. *American Hospital Association*
10. *National Association of Broadcasters*

PARTICIPATION RATE FOR PAC ASSOCIATIONS

PAC Contributors by Major Segment, 2014		
Contributor segment	Median participation rate	Median annual contribution amount
Board of directors	92%	\$1,078
Association senior management staff	80%	\$1,000
Association staff (non-senior management)	50%	\$306
All other members (non-board of directors)	20%	\$332

Source: PAC Benchmarking Survey₂₀₁₅

WHAT ACTIVITY IS MOST IMPORTANT TO SUPPORT YOUR ADVOCACY GOALS?



Source: 2016 National Grassroots Conference Live Benchmarking

GRASSROOTS ENGAGEMENT

Email and Grassroots

Open Rates:

- 13% for Advocacy Emails (Source: NTEN)
- 22% for Political Mass Emails (Source: Mail Chimp)
- 13% for Advocacy Emails (M+R 2017) – In 2016 it was 17%
- 30% for Association Emails (CQ Roll Call)
- 34% for Association Emails (Informz Survey of US and International Associations)

Click Rates

- 3.3% for Advocacy Emails (M+R)
- 8% for Association Emails (CQ Roll Call)
- 15% for Association Emails (Informz Survey of US and International Associations)

GRASSROOTS ENGAGEMENT

Email and Grassroots

Anonymous Professional Association:

5% action rate on email

Average open rate: 21.34%

Average click through: 2.2%



Anonymous Health Association

Average Open Rate 23%

Average click through 5.5%

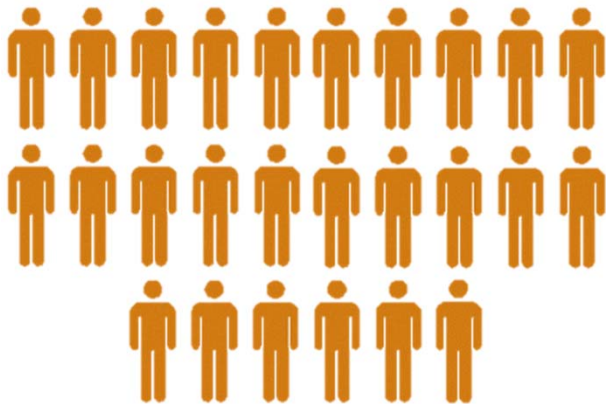
Conversion rate 1.4%



GRASSROOTS ENGAGEMENT

How many people attend your fly-in, on average?

Mean for associations: 260



 = 10 attendees

Average budget:

Associations: \$121,535

Corporations: \$96,000

51% use a fly-in app

34% outsource scheduling

44% include advanced advocacy training sessions

38% feature panel discussions with advocates

Source: 2015 Fly-In Strategy Survey, Public Affairs Council.

BUILDING A CULTURE OF PARTICIPATION AND INVOLVEMENT

Building a successful program that lasts beyond your time with the Association.

Volunteer Management

- Listening Tours

- Peer to Peer

- Recognition Programs

Education Programs

- Newsletters, Social Media Updates, Webinars

Gamification

LISTENING TOURS

Do you know what your regular member thinks?

Surveys, Listening Tours, Town Halls, Facebook Q&A, Twitter
Town Hall

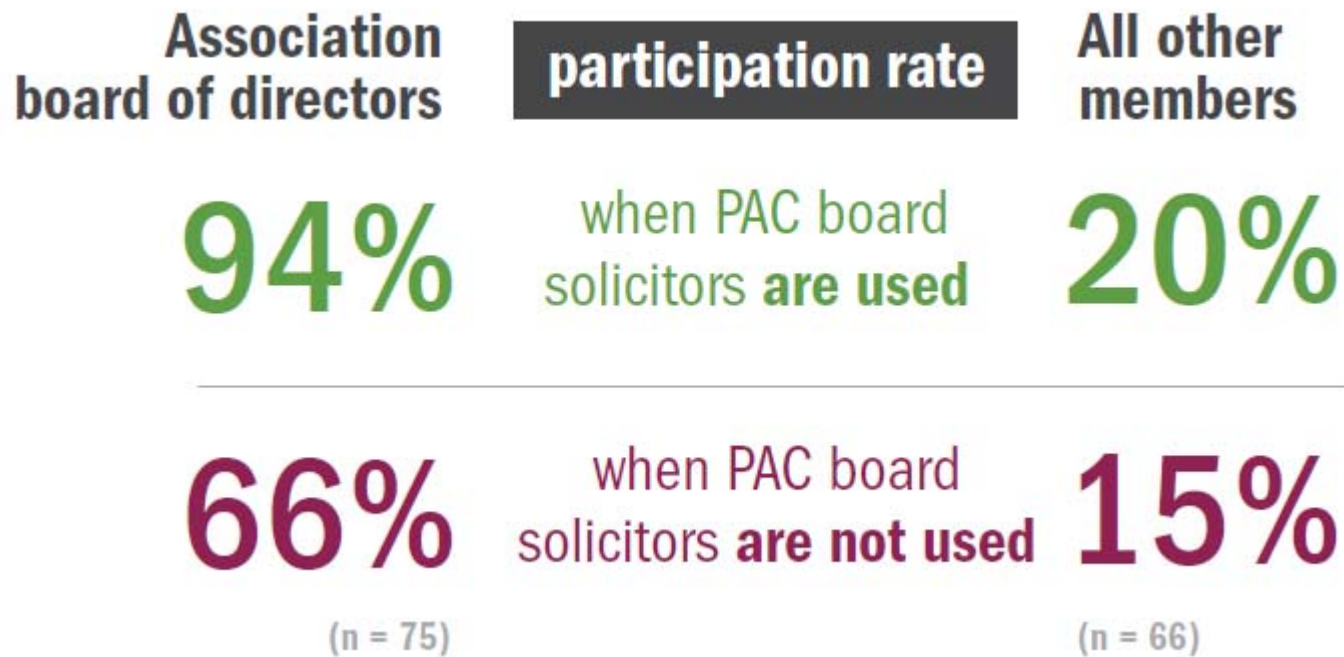
Survey Example:

4. [To current donors only] Please select up to three reasons why you joined the PAC.
 - I understand the impact that policy decisions have on my company/industry/association and our future success.
 - I believe it is important to build relationships with legislators and their staff.
 - I am a politically active person in my personal life and believe it is important for [organization] to be politically active.
 - I agree with the goals of [organization] PAC.
 - I like the benefits/gifts that [organization] PAC provides.
 - The PAC gives me an opportunity to play a role in the political and policy process.
 - Contributing to the PAC has a bigger impact than my individual contribution to a candidate.
 - I am proud to stand with my colleagues to give our organization a voice in the policy process.
 - Other_____

VOLUNTEER MANAGEMENT

PAC Peer to Peer

PAC Boards are Ranked the **most effective** PAC solicitor:



VOLUNTEER MANAGEMENT

PAC Peer to Peer

- The use of peer-to-peer solicitors increased from **34%** in 2013 to **44%** in 2015
- One-third of associations rank them as among the three most effective solicitors
- When peer-to-peer meetings are used, participation rates increase:

PARTICIPATION RATES	Association board of directors	All other members
When peer-to-peer meetings are used	94%	21%
When peer-to-peer meetings are not used	78%	10%

VOLUNTEER MANAGEMENT

PAC Boards/ Grassroots

Diversity by

Location

Age

Ethnicity

Gender

Size and Scope/ Specialization

Reputation

Perspectives

By-laws vs. Expectations

Diversity is not a stock photo:



RECOGNITION PROGRAMS

Do you have a recognition campaign?

Giving Levels

Grassroots Involvement

Lifetime Achievement Awards

Young or Emerging Leaders Awards

Social Media Shout Outs

Thank You Gifts Etc.

Membership Cards

Newsletter Spotlights

Social Proof



Broadcasters Making a Commitment to the Future 2014 A-List Members

Members of NABPAC's prestigious A-List make a personal contribution of \$5,000 in a calendar year

ALABAMA Paul McTear David Woods	Dean Hinson William Hoffman Charles Morris Bob Prather	Stanley S. Hubbard Kathryn Hubbard Rominski Terrence Hurley Steven Under Virginia Morris C.T. Newberry	Jerry Lee John Parente Vince Sedulsky
ARIZONA Scott Blumenthal	ILLINOIS Emily Barr Ralph Oakley Thomas Oakley David Wheeler Dana Withers K. James Yager	MISSOURI Brian Bradley David Bradley John Zimmer	RHODE ISLAND Ric Gorman William McEvean
CALIFORNIA Edward Attinger III Robert Cook Richard Cummings C. Douglas Kranwinkel Michael McInnon Michael McInnon Jr. Jose Valle Jason Wolff	INDIANA Todd Schurz Jeffrey Smulyan Thomas Tactian Patrick Walsh	MONTANA Lynn Muffie Wilson Larry Wilson	SOUTH CAROLINA William Duhamel Lia Green
DISTRICT OF COLUMBIA Manellus Alexander	IOWA Ray Cole Mary O'Quinn	NEW HAMPSHIRE Gary Chapman	TENNESSEE Deborah McDermott Bayard Walters
FLORIDA Brian Beasley Bruce Beasley Caroline Beasley George Beasley Brandon Burgess David Hoenig Paul Karpowicz Elizabeth Nuehoff	KANSAS Eric Bradley KENTUCKY Terry Forcht Steve Newberry	NEW MEXICO Stanley E. Hubbard Paula Mass	TEXAS Ben Downs William Hicks Terry London Duluan McCoy Brad Moran Oscar Rodriguez Perry Sook
GEORGIA Don Benson Randy Gravelly	LOUISIANA Lester Langley	NEW YORK Jack Abernethy Chase Camp Steven Cutler Kimberley Harris Brian Lilly Philip Lombardo Dan Mason Robert Pittman Jordan Werfel	SOUTH DAKOTA William Duhamel Lia Green
	MARYLAND Greg Gray Rebecca Hanson W. Lawrence Patrick Susan Patrick David Smith	NORTH CAROLINA Kevin Cuddihy Steve Hammett Mark Phak	UTAH Dorell Brown Peter Jacobelli Jeff Simpson
	MICHIGAN Brian Brady Marc Burdick Bruce Golden Mario Jacobelli William King	OHIO Michael Florie Brian Lawlor	VIRGINIA Meredith Bailer Frank Batten Jim Conacher David Lougee George Mahoney Gracia Martore Leonard Wheeler
	MINNESOTA Karen Hubbard Robert Hubbard	OREGON Robert Proffitt Patricia Smullen	WASHINGTON Andrew Stotdal
		PENNSYLVANIA David Field Joseph Field David Kennedy	WISCONSIN Brian Burns Elizabeth Burns Richard Burns Christopher Cornelius

EDUCATION PROGRAMS

Newsletters



Restaurant PAC 2015 SPRING NEWSLETTER

2015 Restaurant PAC Leadership Team



CHAIR
Bill Kohl
Greenwood Hospitality
Group
Harrisburg, PA

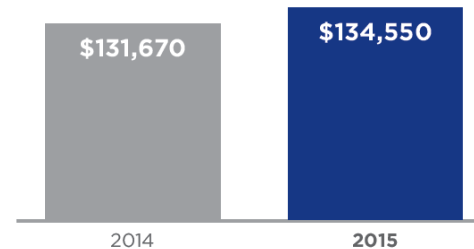


VICE CHAIR
Billy Sewell
Platinum Corral LLC
Jacksonville, NC

This year marked our 29th Annual Public Affairs Conference in Washington, D.C. Nearly 700 attendees from the restaurant industry joined together to visit over 350 offices on Capitol Hill and advocate for our issues. From health care to minimum wage, tax reform to patent trolls, attendees shared their stories with Congress and their staffs. These meetings help them understand the effect their legislation has on our industry.

During the conference, we heard from a

RECEIPT ACTIVITY THROUGH APRIL 30



raising efforts are strong, we need to stay focused and increase the involvement of

Members First, Last and Throughout

Shift to Blog Format

EDUCATION PROGRAMS

Social Media

ADA American Dental Association
Published by Connect [?] · June 18 at 3:29pm · 🌐

Congressional support for the Action For Dental Health Act is growing! Ask your Member of Congress to support this critical piece of legislation.



The Action For Dental Health Act now has **over 55 Cosponsors!**

Support the Action for Dental Health Act

In 2014, an estimated 181 million Americans did not visit a dentist. In 2010, more than 2.1 million people visited an emergency room due to unaddressed dental pain.

ADA American Dental Association
Published by Connect [?] · June 20 at 4:59pm · 🌐

Thank you to our supporters who, over the last two weeks, sent over 2,700 messages to Capitol Hill! [#MedicalDeviceTax](#)



Medical Device Tax Repeal Passes in the House!

U.S. House approves device tax repeal

The U.S. House of Representatives on a bipartisan 280-140 vote June 18 approved a repeal of the excise tax on medical devices.

13,984 people reached [Boost Post](#)

[Unlike](#) · [Comment](#) · [Share](#)

👍 You and 172 others like this. [Most Relevant](#)

🔗 34 shares

Not everything needs to be a CTA

Serve as curator, not just a publisher.

EDUCATION PROGRAMS

Webinars



HEALTH CENTER
Advocacy Network

Check out upcoming events below, and click [here](#) to view past events.

RSVP

June Policy & Advocacy Update Webinar

Wednesday, June 21, 2017 at 03:30 PM

Webinar

RSVP

NHCW Picture & Video Contest Webinar

Wednesday, July 19, 2017 at 03:00 PM

Webinar

Join us to learn more about the NHCW Picture & Video Contests on Wednesday, July 19 at 3PM Eastern.

— Past Events

➤ February Policy & Advocacy Update Webinar

Wednesday, February 22, 2017 at 03:30 PM

[VIEW MORE](#)

➤ HC Advocacy Launch Webinar

Wednesday, March 15, 2017 at 03:00 PM

[VIEW MORE](#)

➤ March Policy & Advocacy Update Webinar

Tuesday, March 21, 2017 at 03:30 PM

[VIEW MORE](#)

GAMIFICATION

ARCHIPAC INTRODUCES THE ARCHIPAC GAMES CAMPAIGN!

GET IN THE GAME.... GIVE OR FUNDRAISE



Games end on General Election Day (November 6th, 2012)

GAMIFICATION

Top Videos



PwC Chicago team is #AuditorProud

PwC US

7 months ago • 1,712 views

Learn more at PwC.com - <http://pwc.to/2ccNbMW> Chicago-based PwC Assurance senior associate Timothy Hegwood and team ...



PwC Washington DC team is #AuditorProud

PwC US

7 months ago • 813 views

Learn more at PwC.com - <http://pwc.to/2ccNbMW> DC-based PwC Audit Associate Mike Underwood and team shares why they are ...



PwC Boston team is #AuditorProud

PwC US

7 months ago • 1,187 views

Learn more at PwC.com - <http://pwc.to/2ccNbMW> Boston-based PwC Audit Senior Manager Heather Lombardo and team shares ...

INCREASING ENGAGEMENT AT YOUR ASSOCIATION

Key Takeaways



Listen: Your Association has a unique culture and perspective, use that to your advantage. Use your data to focus on what moves the needle.



Develop an advocacy culture: This involves top-down buy-in. Use your members to reinforce the “new normal”.



Optimize and Test: Digital provides the ability to test language, test new approaches and capture necessary analytics.

Educate. Motivate. Recognize. Engage. Follow-up. Inspire.

QUESTIONS AND DISCUSSION

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