

RAP Index

[VISIT ORIGINAL SITE](#)

OFFICIALS - SEARCH RESULTS

Official Details - Relationships

[ADD NEW RELATIONSHIP](#)
[RETURN TO RESULTS](#)

[VISIT ORIGINAL SITE](#)

[MY ACCOUNT](#)
[LOG OUT](#)

DASHBOARD

ANALYZE

CLIENT ADMINISTRATION

SEARCH

RAP Score
1.468
 ▲ 0% From last 7 days

Stakeholders with a Relationship
4554
 ▲ 4.57% From last 7 days

Officials with a Relationship
2811
 ▲ 1.92% From last 7 days

Non-Constituent Relationships
401
 ▲ 3.62% From last 7 days

Actionable Relationships
9733
 ▲ 4.17% From last 7 days

RAP Score Over Time

Official Relationships by Type

Relationships Map

Darlene Bauer	2.120	Fair Staff	Call Office	
Janis Chiafos	2.303	Fair Staff	Email Office	
Terrill HARTOG	4.239	Good Personal	Call Directly	
				have known him since he

A few things I've learned this week

- 1) Goldfi
- 2) Most
seat a
the m
- 3) The n
heard
with a
an im
- 4) Key c
advoc



ttention

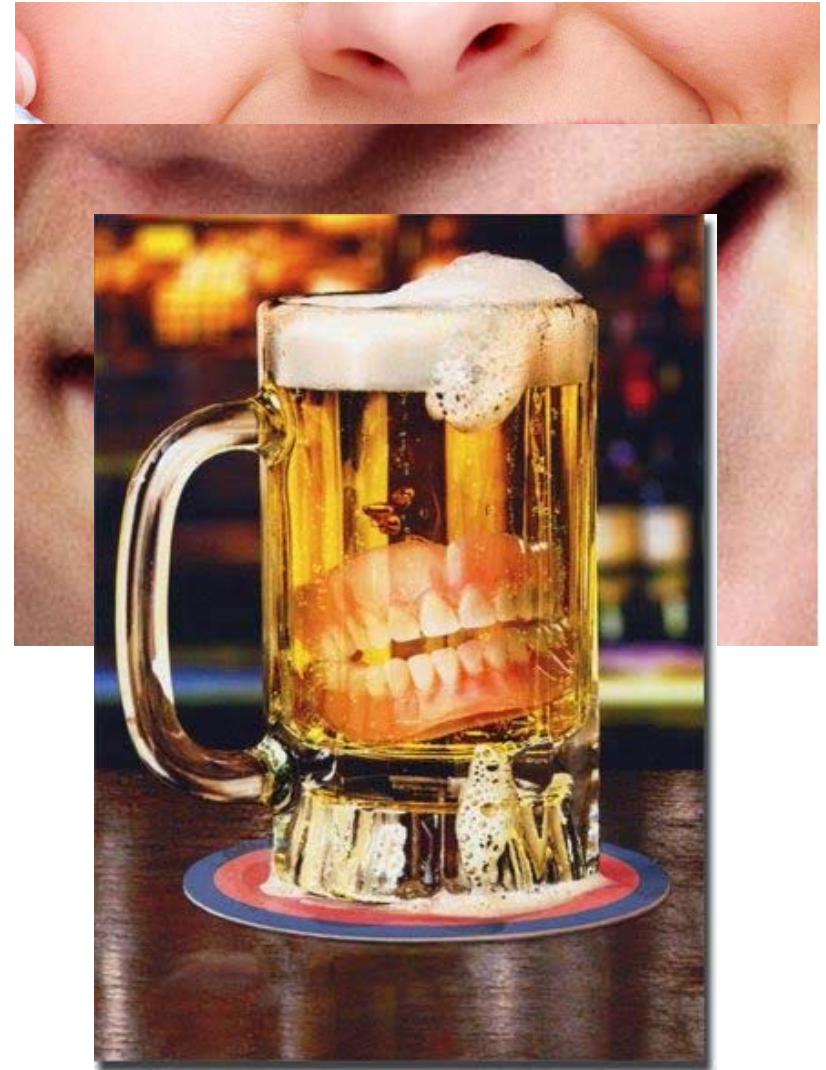
ll have a
o be on

ssage
ituent
or share

oss of

There are Four Groups Of People in this Room

- 1) You have an existing, highly functioning and effective key contact program
- 2) You have a key contact program that is okay but needs some improvement
- 3) You have no key contact program, but hope to build one in the future
- 4) You spent too much time on Duval Street last night, aren't quite sure where you are and you want me to stop yelling



Measurements:

Three Attributes of Key Contacts



- 1) Connections to Legislators**
- 2) Experience and Enthusiasm to be Involved**
- 3) Connections to their Professional or Local Community**

One Size Does Not Fit All



- Not all enthusiastic advocates have relationships
- Not all people with relationships want to get involved
- Some people only want to be involved with certain issues
- Some people hold key positions in other organizations, but may not want to get very involved

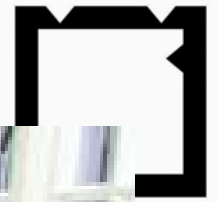
You need to know the difference and train to *their* needs

How Many Key Contacts Do You Have?



THE WORKFORCE ACTIVISM SPECTRUM

From Weber Shandwick's 2014 study, *Employees Rising: Seizing the Opportunity*



BENCHMARKS: Your Mileage May Vary



Response Rate

Range

Consumer:

0.5% - 2%

Non-profit:

1% - 14%

Corporation:

2% - 22%

Associations:

3% - 60%

Relationships per Key Contact:

0.65 – 1.35

*** You don't know 25-55% of your most connected people who want to be involved.**

Training Topics

Legislative Issues

Regulatory Issues

Relationship Building with Staff

Relationship Building with Regulators

Etiquette and Style

How to Deal with Tough Questions

Media Relations

Peer Recruitment

Facility Tours: How to...

Contribution Limits and Guidelines

Increasing Community Involvement

Successful Hill Days/State House Days



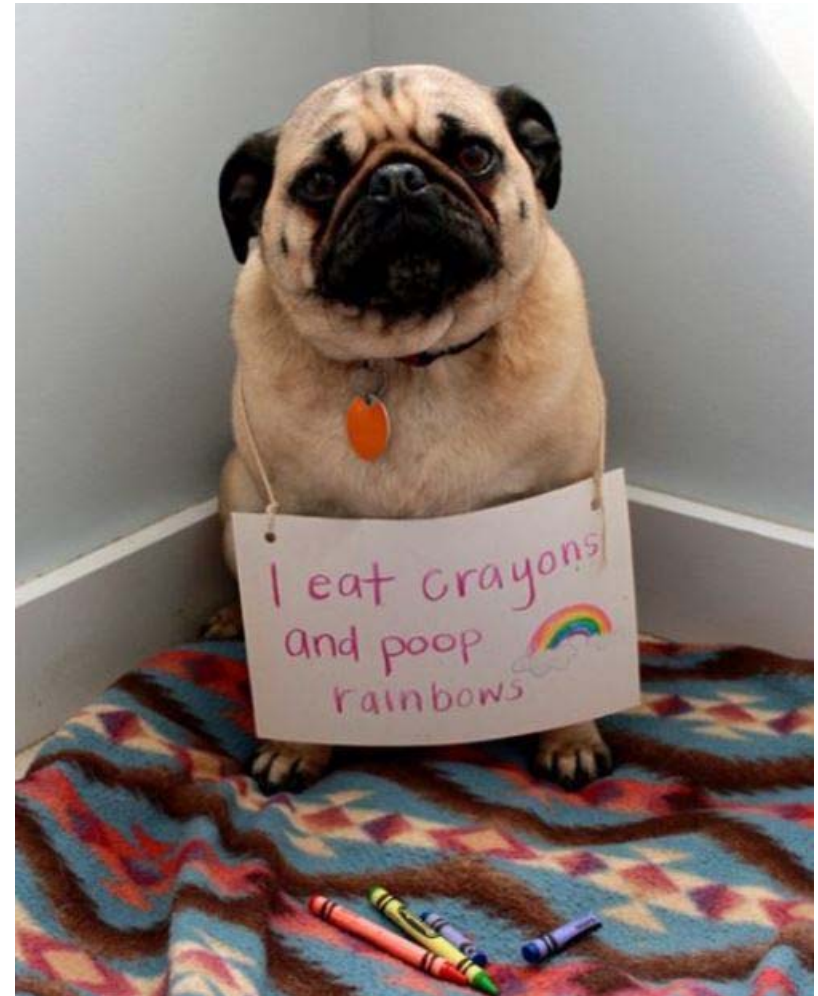
Measureable Outcomes



Number of Ambassadors
Number of Relationships
Number of Key Relationships
Building Your Farm Team
Number of Events Hosted
Media Appearances
PAC Contributions
Meetings with lawmakers
Increased Confidence

Why Key Contact Programs Go Bad

- Information gets stale
- You don't know what to do with the information you have
- Lack of resources to manage it
- Bar to enter program is too high
- No institutional support



If You Learned One Thing....

...It does not take a large staff,
or a massive budget to do this:
it just takes focus on identifying the right people to

