

Developing a Next Generation Grassroots Program

Welcome! We will be getting started shortly.

- Audio will be streaming through your computer speakers. If you need to dial-in instead, please call the following number: 303.248.0285 Code: 7210911
- If you have questions, please type them in the chat box located in the lower left corner of the screen

September 5, 2019



Public Affairs
Council

Developing a Next Generation Grassroots Program

Nick DeSarno

Was your webinar registration free?



That means you're a member of the Council! And in addition to free webinar registration, your membership includes other benefits like access to our **members-only professional networks**. Each network focuses on a different area of professional practice in the Public Affairs arena. Joining gives you access to quarterly **newsletters with helpful tips and tricks from experts** in the field, invitations to **exclusive networking events** and **roundtable discussions**, and a whole lot more. We have networks centered on the following areas:

- Associations
- Corporate Social Responsibility
- Emerging Leaders (Geared toward young professionals just starting in the field)
- International Public Affairs
- Political Involvement

Please contact John Kasander (jkasander@pac.org) if any of these appeal to you and you'd like to join, or if you have any questions about our networks.

Set yourself apart from the crowd!



Lots of people are hard-workers, but only a handful are experts. The Public Affairs Council offers two professional certification programs geared toward making applicants experts in either PAC & Grassroots Management or Public Affairs Management overall. We seek to build better rounded Public Affairs professionals through skills-based training in best practices, a through education in compliance issues, and engagement with the professional community through mentoring and sharing experience with younger professionals. For a more thorough education on the programs and their requirements, please visit www.pac.org/certificate or contact John Kasander (jkasander@pac.org) for more information.

Becoming a certified expert is closer than you think.

Benchmarking and Consulting



Comparative analyses help our clients contrast their resources and activities against other organizations. In order to provide the most insightful analysis, we can compare organizations in several ways:

- By industry, revenue, employee base of similar organizations
- Comparing your organization to those considered “best in class” by survey respondents
- Executive interviews with “best practice” companies and associations, or those of specific interest to the client
- Internal interviews with client executives who can provide relevant function insights

We draw data from our *State of Corporate Public Affairs Survey*, PAC or *State Government Relations Benchmarking Reports* and other Council studies. The *Corporate Public Affairs* survey examines how public affairs functions operate, including staff, structure, budget, reporting relationships, functions housed within the department, integration of the function, consultant use, metrics and CEO engagement. We will be releasing our latest *State of Corporate Public Affairs* in 2019.

About the Council

- Year Founded: 1954
- Total Members: Over 750 organizations
- Total Active People: Over 8,000 professionals
- Total Staff: 23
- Office Locations: Washington & Brussels
- Politics: Nonpolitical & Nonpartisan
- Focus: PACs, Government Relations, Grassroots Advocacy, Policy Communications, Digital Advocacy, Corporate Social Responsibility, Issues Management

About Me:



- Areas of Focus:
 - Digital Advocacy and Traditional Grassroots
 - Digital Communications
- Previously managed grassroots at the *American Dental Association*
- Former communications staffer for a Member of Congress, and several state legislators

Today's Agenda

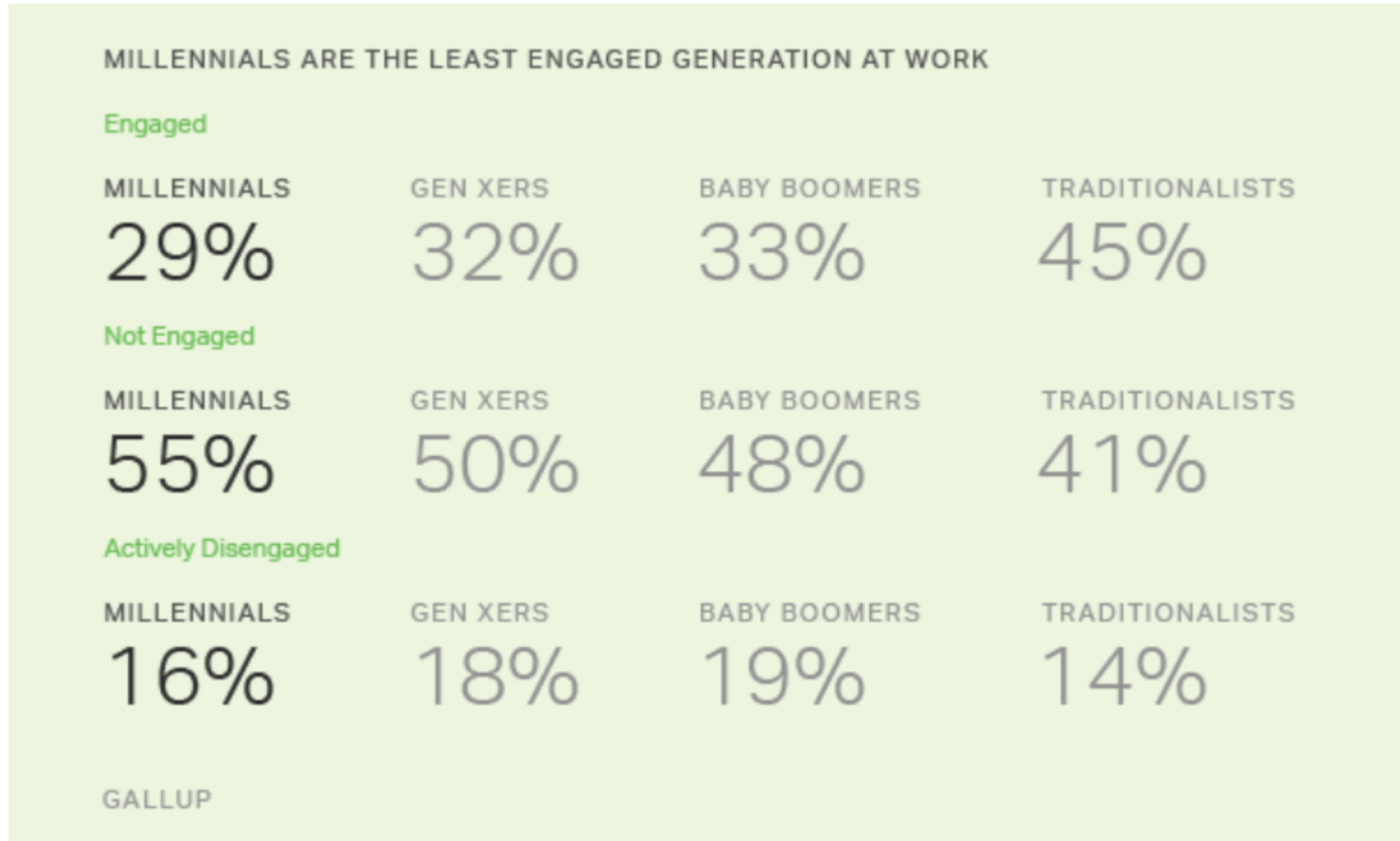
- Why are these advocates important?
- How are younger advocates different?
- How can you build a successful next gen grassroots program?
- What are the common missteps and mistakes?
- Q&A

The importance of building your future

Why should you cater to younger advocates?

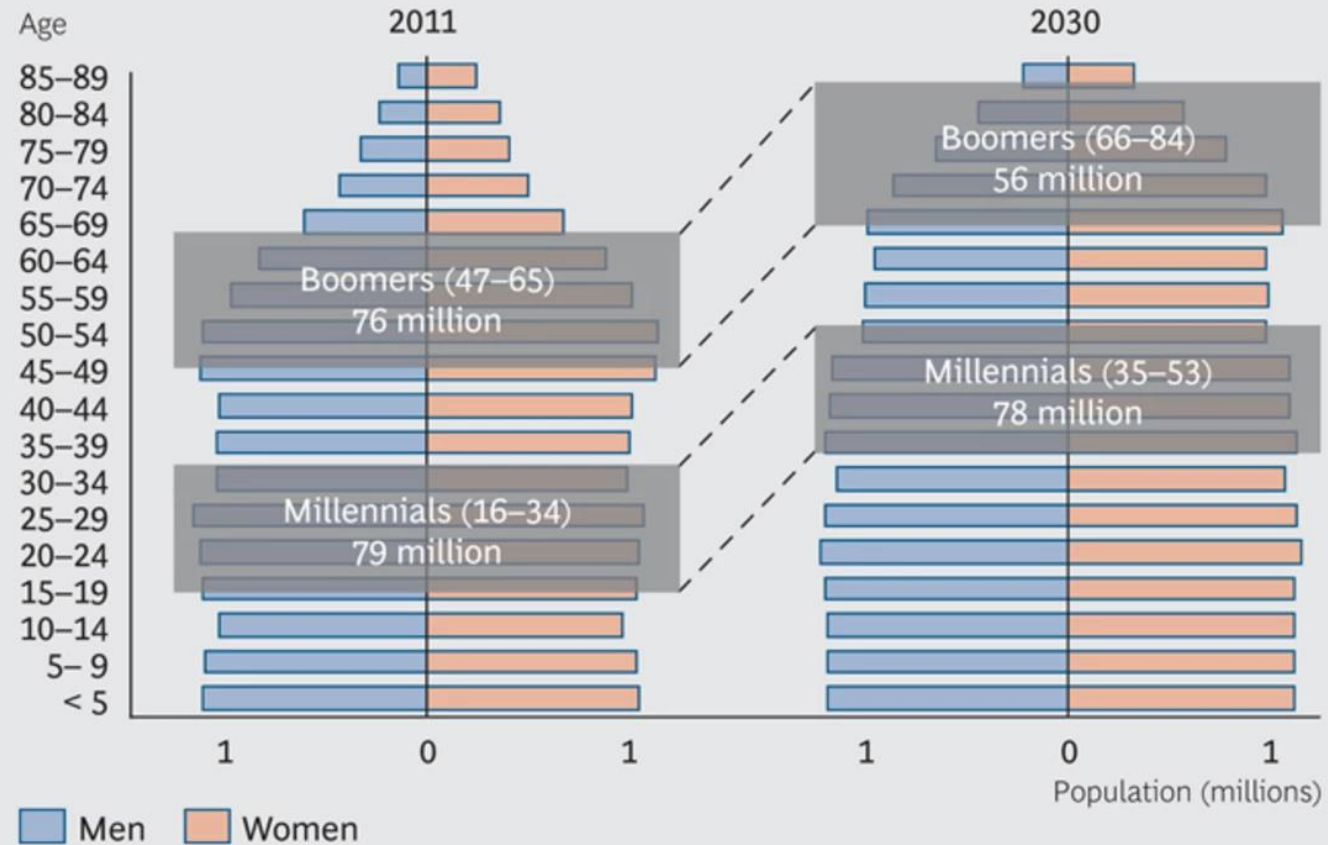
- Millennials are now the largest generation of employees in the workforce
- You are future-proofing your advocacy and public affairs programs
- Generation Z member are also currently entering the workforce
- Younger advocates are less likely to donate to a PAC
- Anti-PAC rhetoric in Congress may increase the importance of grassroots advocacy as a tool
- Millennials are the most disengaged segment of the workforce

Disengaged Workforce



“Millennials”

EXHIBIT 1 | U.S. Millennials Will Outnumber Non-Millennials by 22 Million by 2030



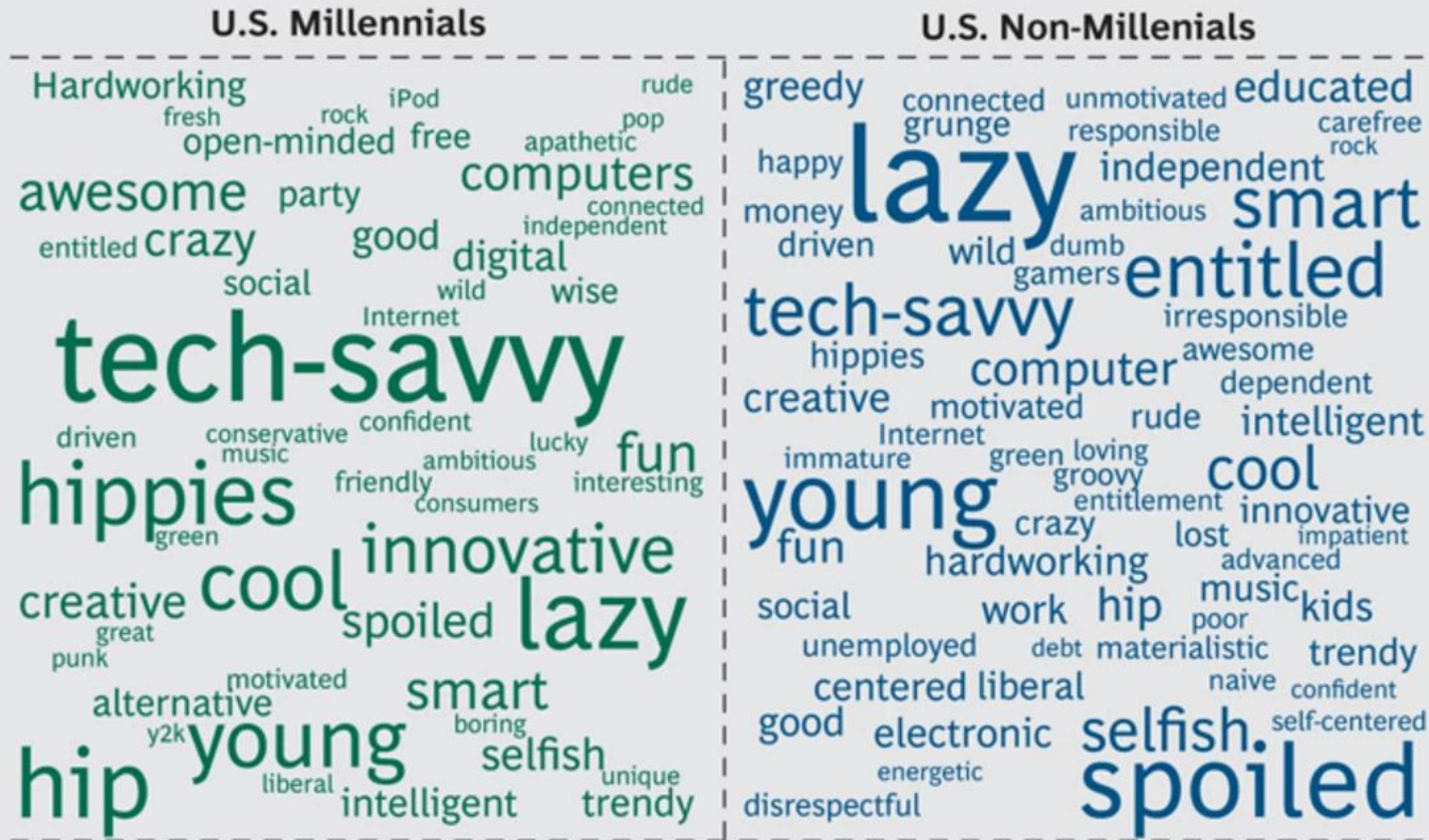
Source: U.N., Department of Economic and Social Affairs.

Data on the next generation of advocates



Dangerous Misconceptions

EXHIBIT 2 | U.S. Millennials View Themselves More Positively Than Non-Millennials Do



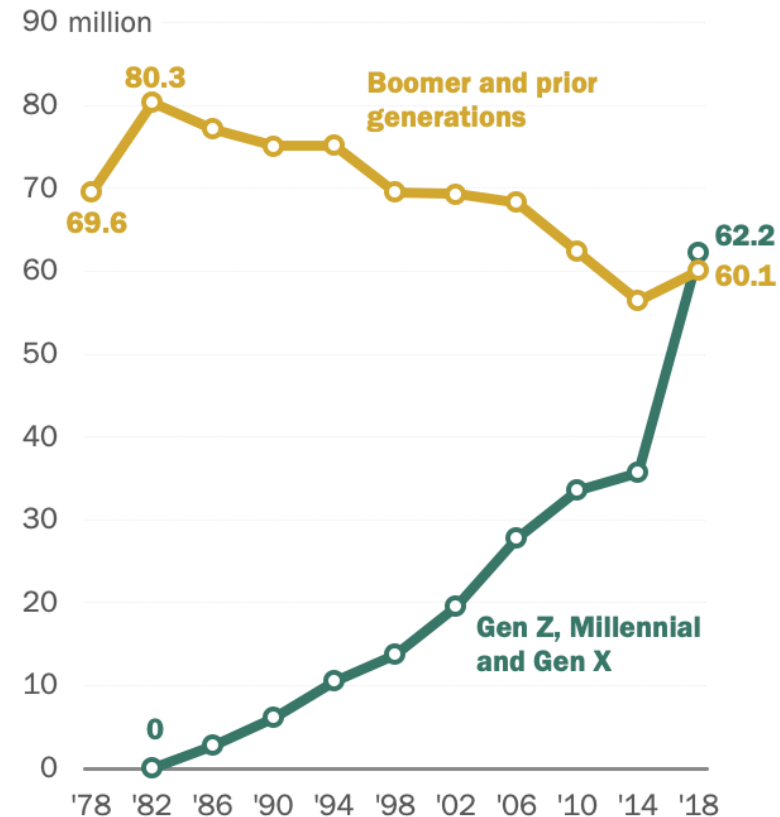
Source: BCG analysis.

Note: Size of word indicates frequency of response.

Millennials and Generation Z Vote

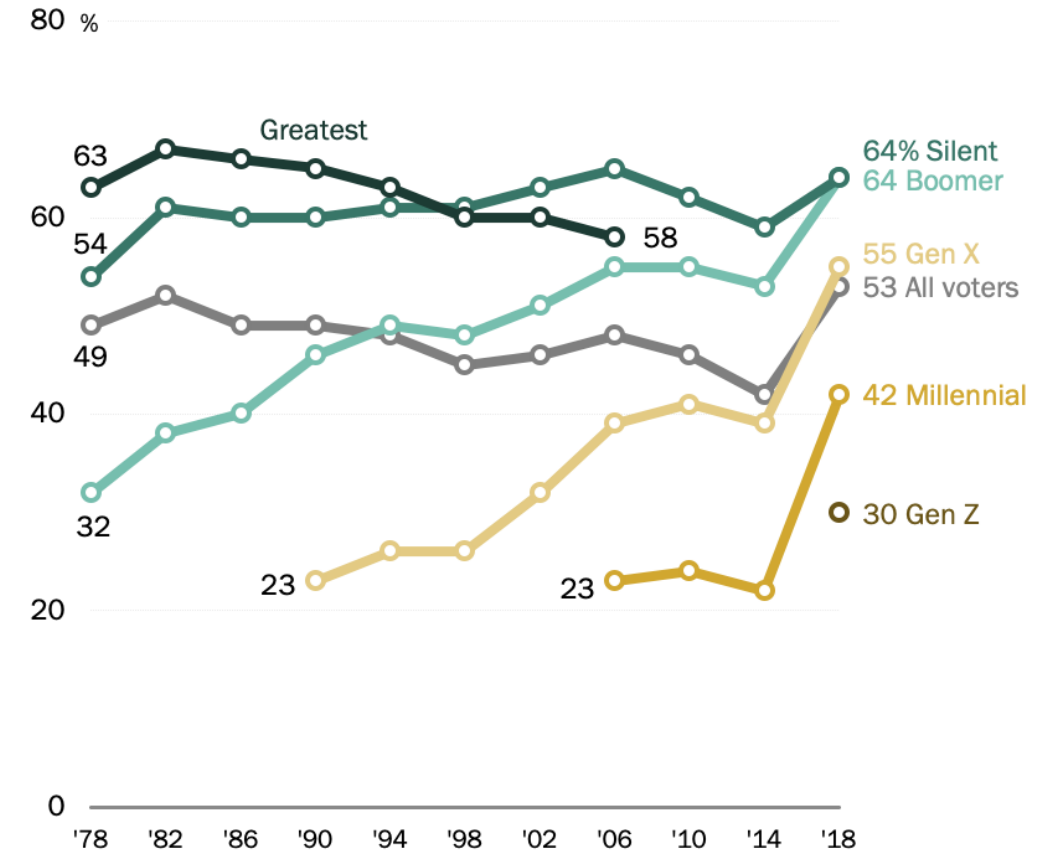
Younger generations outvoted Boomer and prior generations in 2018

Reported votes cast in midterm elections, in millions

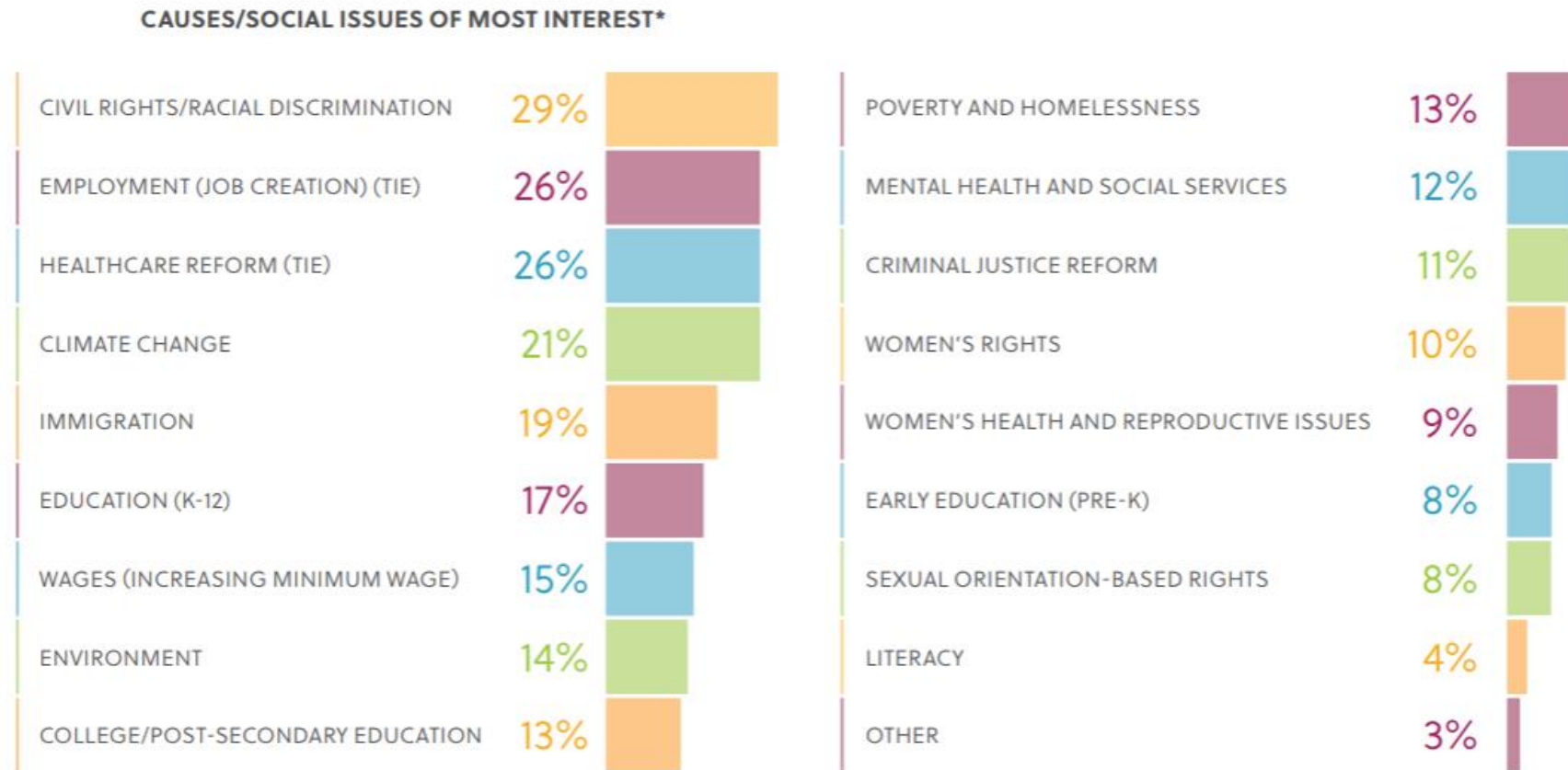


Millennial turnout nearly doubled from 2014 to 2018

% of eligible voters who reported voting in midterm elections



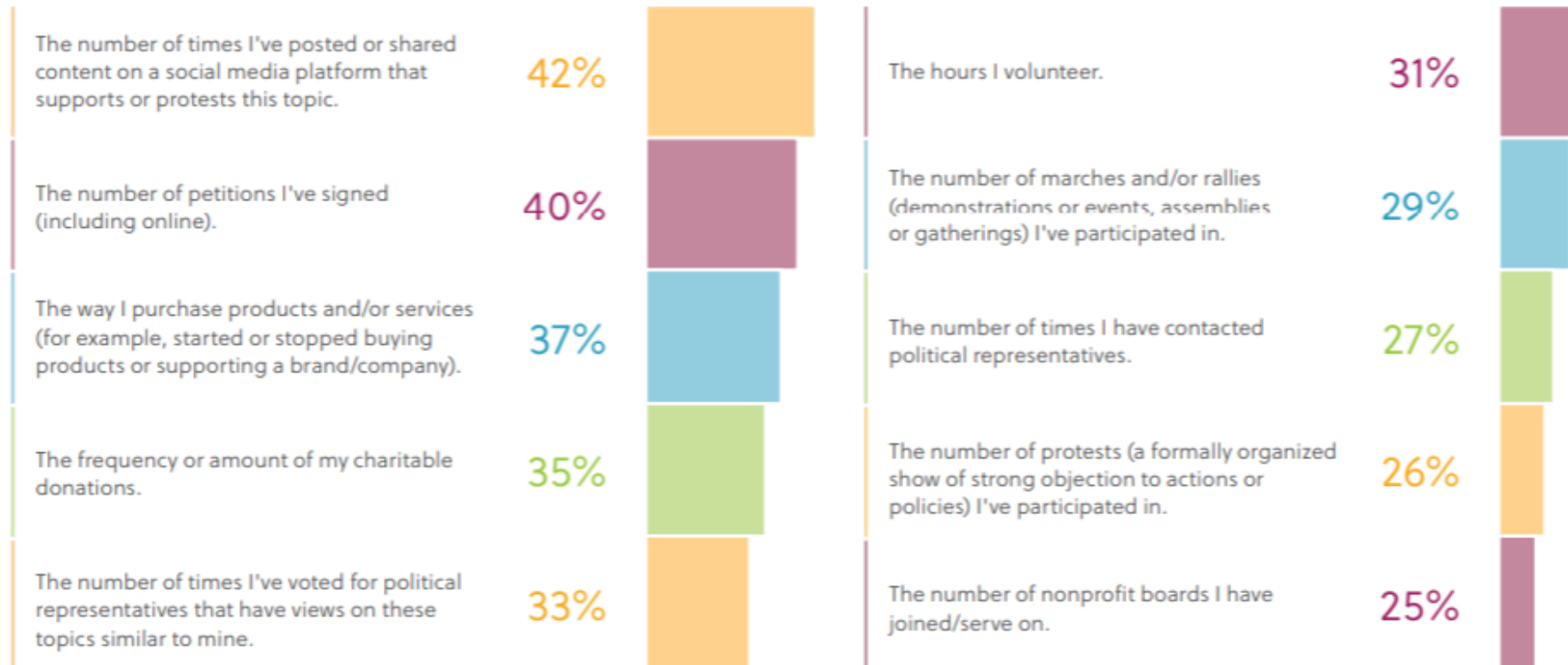
Motivating Next Generation Advocates



*Since each respondent could choose 1-3 issues, these figures won't total 100%.

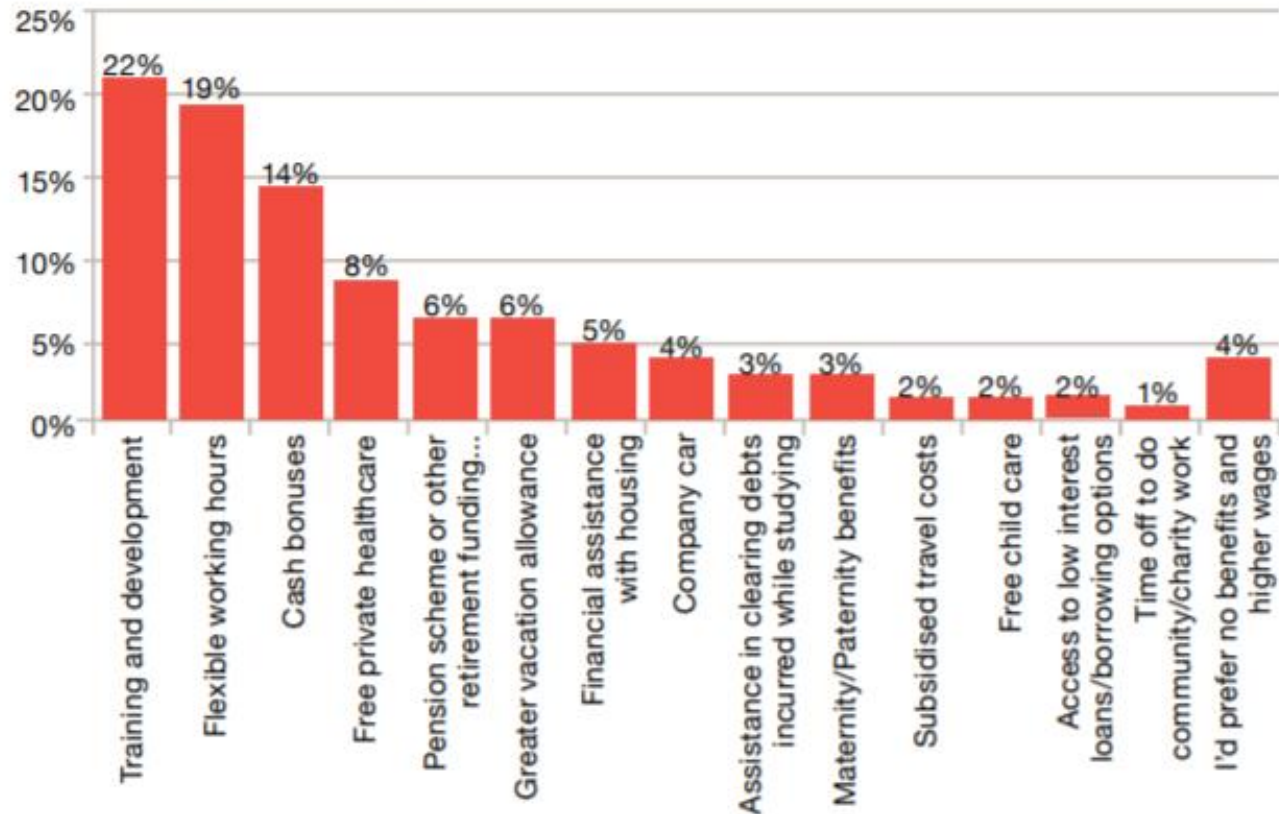
Increasing Advocacy Actions

INCREASE IN BEHAVIORS SINCE 2016 ELECTION



Value Training and Development

Which three benefits would you most value from an employer? – % ranking each 1st place

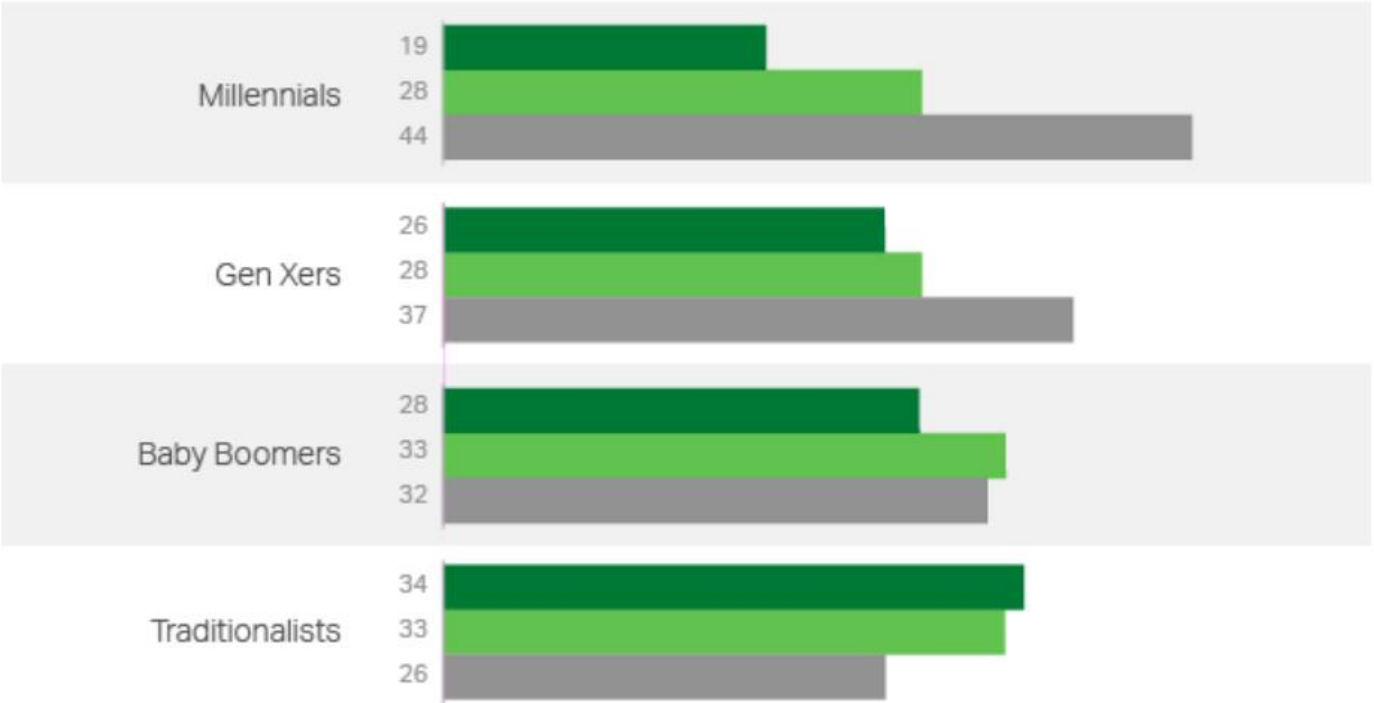


Base: All graduates

Politically Moderate

Millennials represent the largest group of independents

■ % Republican ■ % Democrat ■ % Independent



GALLUP



Building a Next Generation Advocacy Program

Key Strategic Questions

- What do I already have at my disposal?
- What technology and content will help me communicate effectively?
- How can I empower the next generation?
- Where are my advocates spending their time and how can I reach them?
- What motivates or drives my specific audience?

Set Your Goals and Strategy

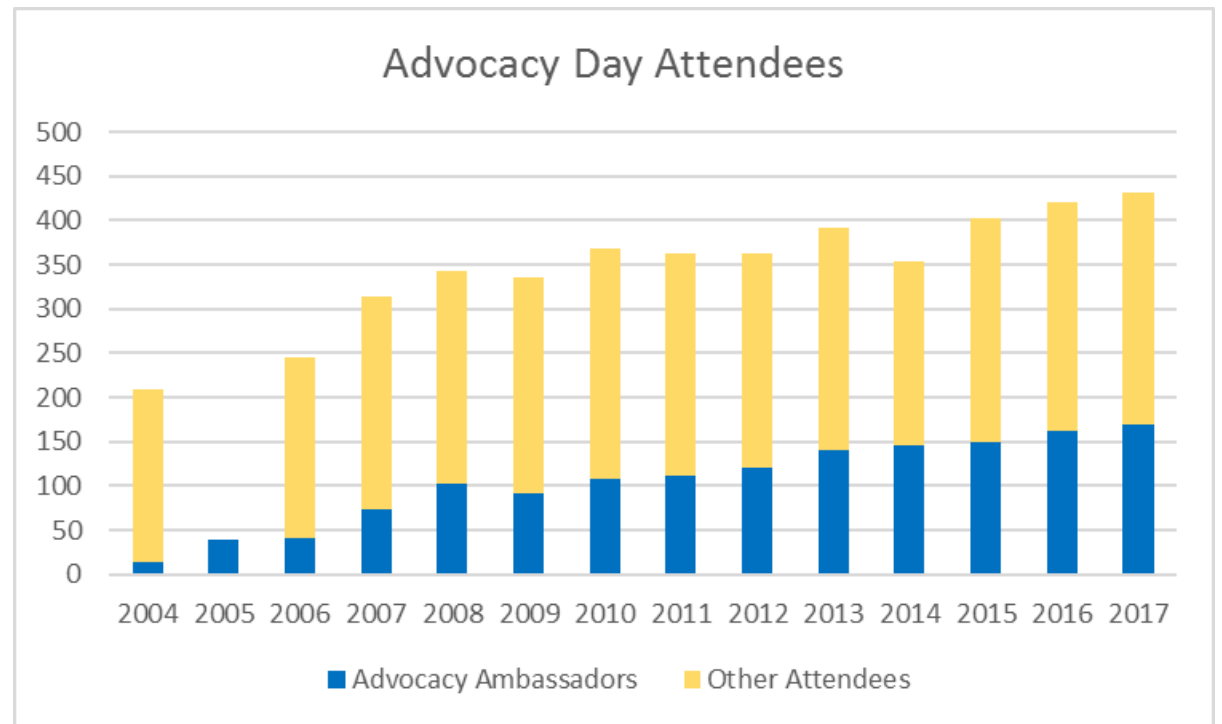
Define success early on so you can focus your resources. Are you going to:

- Change your organizational culture
- Increase PAC participation
- Increase grassroots participation
- Increase governance and volunteer participation
- Increase awareness and importance of government affairs

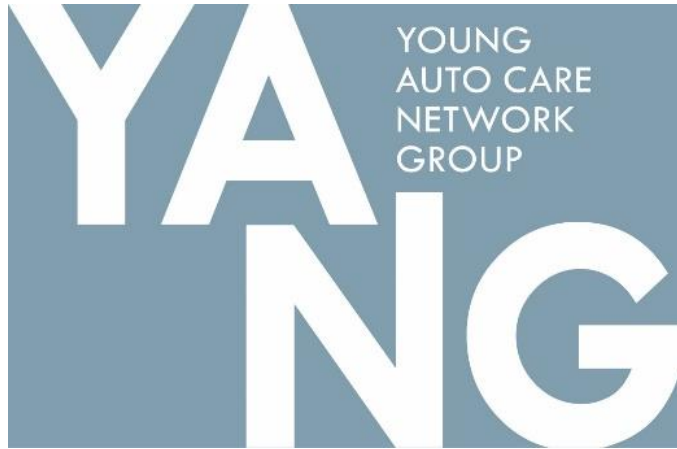
Define your metrics

Decide on how you will measure against your goals

- Increase action alert rates
- Members joining program
- Increase newsletter opens
- Event participation
- Small dollar PAC contributions
- Survey Responses



Name and Brand Your Program



Set Program Parameters

Program Parameters

Age

Self-determined

Membership status

Level of employee

Volunteer Management

Diversity by:

- Location
- Age
- Ethnicity
- Gender

Size and Scope/ Specialization

Reputation

Perspectives

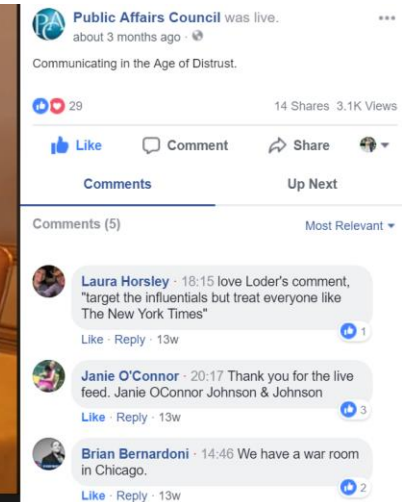
Clear and Defined Expectations

Regular Feedback

Engagement Tactics

Next Generation Enjoyment Tactics

- Providing Open and Transparent Leadership Roles
- Creating Shorter and Simpler Content
- Gamification
- Facebook Livestream
- User Generated Content
- Education Programs
- Podcasts and Webinars
- Newsletters 2.0



Key Takeaways

Listen: Emerging leaders might have a different 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 emerging leaders to reinforce the “new normal”.

Optimize and Test: Each organization is different and your program needs to take that into account. You have the ability to test language, test new approaches and capture the necessary data to make changes each year.

Have Fun: Our political process is scary and polarizing, make this program different.

Questions and Discussion

Contact Information

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Public Affairs Council

MANAGE YOUR WORLD