

How to Benchmark Your Advocacy Activities

Hannah Wesolowski

Associate Director, Political Engagement
Public Affairs Council

Key Goals

- The value of benchmarking
- How to find the metrics you need
- Key metrics to get you started

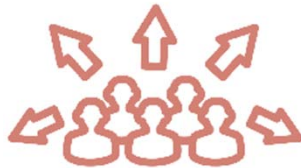
Why is it so important?



Why are we always talking about benchmarking?



Gain resources



Increase buy-in



Goal setting & strategic planning



Demonstrate value

How do we do it?

(Resources that already exist)

2016 National Grassroots Conference

Live Polling Data

A Survey on Digital Advertising for Public Affairs 2016



Fly-In Strategy Survey 2015



PUBLIC AFFAIRS PULSE SURVEY

Americans View Discrimination as a Serious Problem

HOME / ABOUT RESULTS / WE PROVIDE / PRESS RELEASES / RESEARCH / ABOUT PUBLIC AFFAIRS COUNCIL / ABOUT PDS



Public Concerned about Discrimination in Many Forms

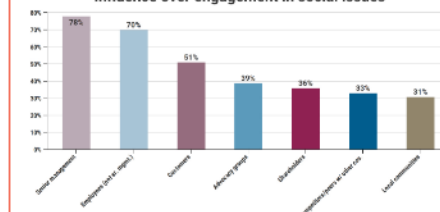
Taking a Stand: How Corporations Speak Out on Social Issues

Major companies are feeling more and more pressure to weigh in on social issues such as discrimination, sustainability, education and international human rights. What's more, for the most part, these companies expect the pressure to be turned up even further over the next few years.

These are just some of the findings of *Taking a Stand: How Corporations Speak Out on Social Issues*, a new study by the **Public Affairs Council** on corporate engagement on social policy issues.

According to the survey, more than three quarters of responding companies (76%) said that senior management exerts the most influence over whether a company chooses to get involved in social issues. More than half of the respondents also said that employees not in senior management and customers apply pressure to act (40% and 34%, respectively). Other stakeholders — advocacy groups (20%), shareholders (20%), and firm competitors and peers (23%) — influence at least one-third of the companies surveyed.

Influence over engagement in social issues



The Grassroots Benchmarking Report



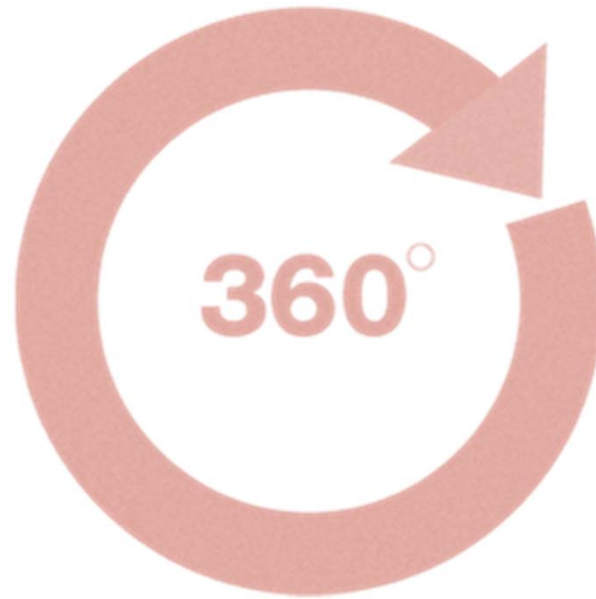
- PUBLIC AFFAIRS BUDGETS AND STAFFING
- HIGHEST RATED POLITICAL STRATEGIES
- PERFORMANCE MEASUREMENT
- EMERGING ISSUES AND CHALLENGES
- GLOBAL PUBLIC AFFAIRS MANAGEMENT



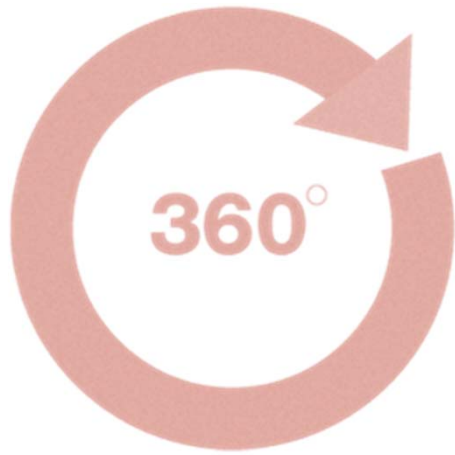
grassroots • communications • engagement

Look inside!

Do a

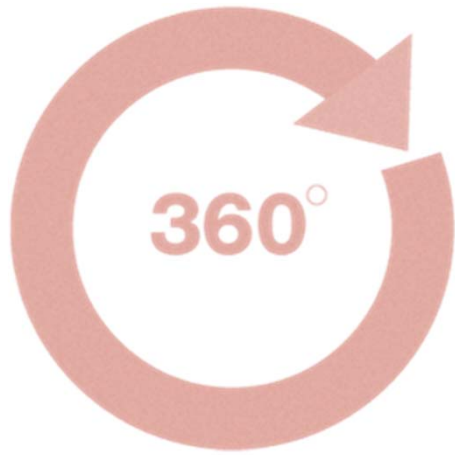


*evaluation
of your program.*



How does it work?

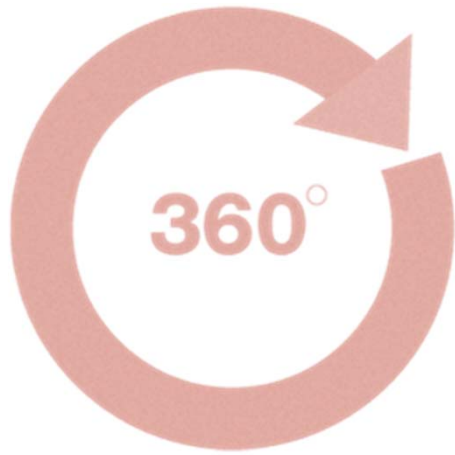
- Evaluate resources, tools, processes, staff, and relationships that **go into** your advocacy efforts
- Gain a **holistic view** of your activities
- Proactively **determine ROI**



Why does it matter?

- A **starting point** against which to improve
- Find out **where you stand** in stakeholders' eyes
- Identify your **blind spots**...about reputation, accomplishments, holes in activities
- Create **two-way feedback** loops

Most importantly: It's an engagement tool.



Who do you ask?

- Advocates
- Ambassadors
- Leadership
- Government affairs colleagues
- Other departments/business units
- Legislative offices
- Chapters/members/employees

Other tactics



Environmental scan of industry



Deep dive into analytics



Leverage trade and professional associations

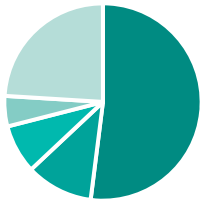


Beyond industry: Look at best-in-class

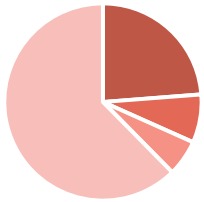
What activity is most important to support your advocacy goals?



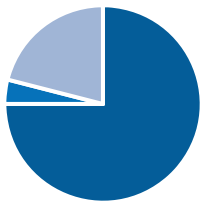
Other Key Benchmarks



>50% have fewer than 50 key contacts
(24% have 535 or more)



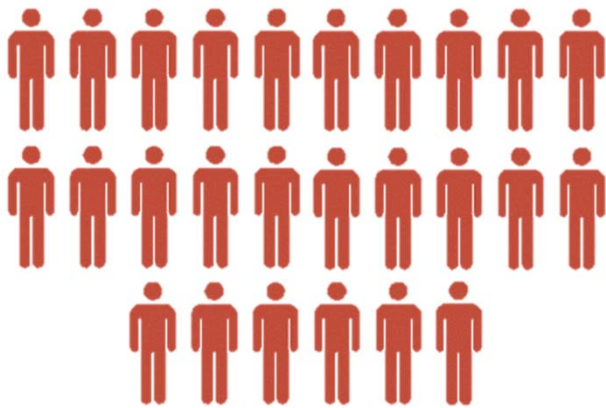
24% have more than 10,000 active advocates
(57% have 500 active advocates or less)



75% communicate with advocates at least once a month

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

March, April & May are the most common months to hold a fly-in.



Mean for associations: 260



Mean for corporations: 84



= 10 attendees

Fly-In Survey

Average budget:

Associations: \$121,535

Corporations: \$96,000



**62% of
associations
charge a fee
(mean = \$467)**

51% use a fly-in app

34% outsource scheduling

44% include advanced advocacy training sessions

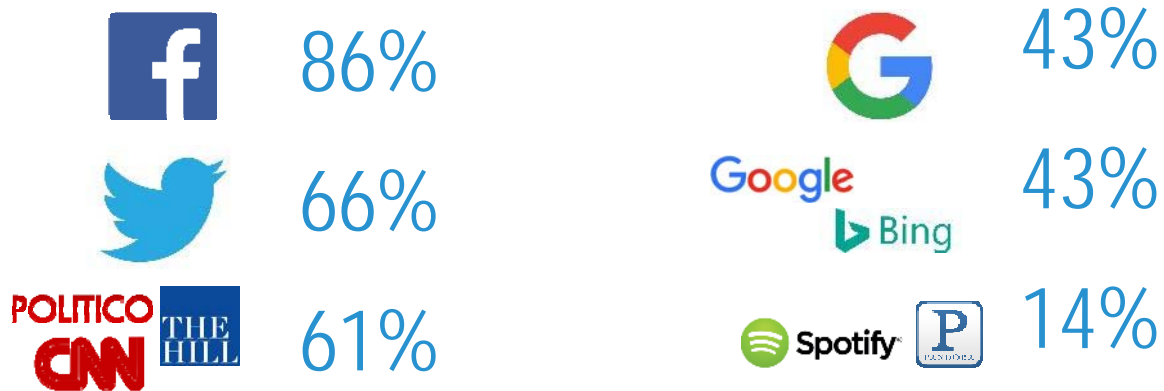
38% feature panel discussions with advocates

73% hold a PAC event

Digital Advertising for Advocacy



Platforms used in the last 12 months:



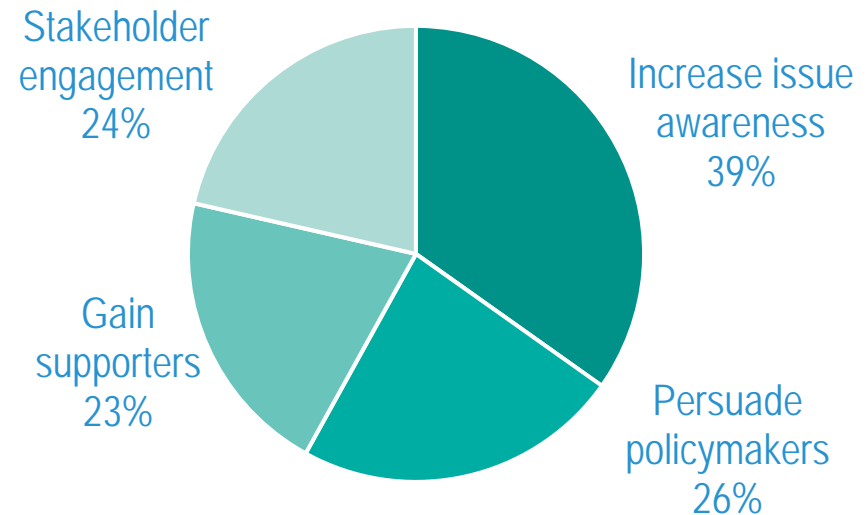
Digital Advertising for Advocacy



Primary Goal:

- 51% create content internally
- 44% use consultants to place ads
- 23% have >\$150K in budget
- 30% have no set budget

43% anticipate their budget to increase in the next 12 months



Common Pitfalls

- Looking at measurement as the end, instead of the beginning
 - Journey towards improvement
 - Intel gathering → better strategy
- Only benchmarking externally and not internally
- Not asking for *feedback* from all stakeholders

What Else?

What other data do
you want?



Contact Me

Hannah Wesolowski

Associate Director, Political Engagement
hwesolowski@pac.org | 202.787.5969