

Measuring the Effectiveness of Your Grassroots Program

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The Challenge

How do you convince internal stakeholders that this program is worth:

- ***Their time?***
- ***Their employee resources?***
- ***Their money?***

Set Yourself Up for Success

Clearly Identify Your Goals

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graph TD; A[Clearly Identify Your Goals] --> B[Set Your Metrics]; B --> C[Get sign-off from key players before you develop tactics and specific program components];
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Set Your Metrics

Quantitative

Qualitative

Get sign-off from key players **before** you develop tactics and specific program components

Identifying Your Goals

Specific

Measurable

Agreed Upon

Realistic

Time-Based



Share these with:

- Your team
- Your “cheerleaders”
 - Help you promote and motivate
- Your skeptics
 - Then they can’t claim ignorance

Quantitative Metrics

What to Measure

- Email Open Rates
- Website Traffic
- Video Views
- Action Alerts
- Webinar/Event Participants
- Tweets/Follows/Likes

How to Measure

- Overall Numbers
- Breakdown by:
 - State
 - Congressional District
 - Business Unit/Function
 - Company Role

Multiple Quantitative Goals = Multiple Ways to Demonstrate Success

Qualitative Metrics

Relationship development

Reputational benefit

Elimination of threats

...don't really work in a pie graph.

So how do we measure them?

Qualitative Metrics

Develop a methodology

- Third-party analytics
- Online Surveys
- Team interviews/rankings

Identify your targets

- Legislators
- Staff
- Key Opinion Leaders

Finalize Your Timeline

- Be realistic
- Create a timeline that complements your target group

Qualitative Metrics: Example

Goal: Use grassroots programs to “build our brand” with Freshman Members of Congress assigned to House Energy & Commerce Committee

Before campaign, federal lobbyists/consultants rate each target:

- Company name recognition
- Staff relationships
- Member relationships
- Considered a resource?
- Understand key issue set

Timeline: 115th Congressional Session

- Team will provide updated ratings every 6 months

Questions?

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