

# 7 STEPS TO BUILDING WINNING ADVOCACY CAMPAIGNS IN 2021

2021 is a big year for public affairs and government relations shops. We created this list to help your team stay on top of your advocacy game.

## 1 IDENTIFY OR ACQUIRE YOUR TARGET ADVOCACY LIST.

Come to a common understanding of what your company would consider a successful year. The metrics your company uses should reflect these end-goals. If the mission is to move people to action, then list growth, engagement and activity the metrics that matter most.

## 2 DRAFT YOUR 2021 ADVOCACY GOALS, TOO.

What pieces of legislation or regulation do you care about? What type of engagement will you need? Believe it or not, most advocacy and public affairs programs don't have stated goals. According to Public Affairs Council's State of Corporate Public Affairs 2020-2021 Report, almost 70 percent of organizations do not measure their programs using informal methods. Don't be one of those programs in 2021. You can use the rest of the year to set your objectives—even get some help—and then go public next year. Read our [“Show the Value of your Program”](#) whitepaper to gain more insights.

The National Multiple Sclerosis Society set goals for its advocacy program, consulting with Phone2Action experts. It paid off. In the first half of 2020, engagement metrics were strong, with an average email open rate of 37 percent and a click rate of 9 percent, according to the [2020 State of Advocacy report](#).

### 2021 ADVOCACY GOALS

Fill out the list below with your goals for the new year, and check them off as you go:

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SHOW THE VALUE  
OF YOUR PROGRAM

[READ THE WHITEPAPER](#)

# 3 GIVE YOUR ADVOCATES A PLACE TO CONDUCT SIMPLE ACTIONS.

Branded action pages, action centers and action widgets—all of them mobile responsive—allow people to easily get involved. Signing a pledge or a petition is a good example. To see how Chevron has carefully built a network of employees, retirees, partners and friends of the company, [download the case study](#).



## THE VALUE OF EMPLOYEE ADVOCACY

[READ THE CASE STUDY](#)

# 4 MOTIVATE YOUR ADVOCATES TO TAKE HIGH-VALUE ACTIONS.

Once they have engaged on easy-to-take actions and you have their contact information, it's time to do more serious education and make some elevated requests. Send them targeted campaigns with sharp design elements. Ask them to write letters. Collect personal stories. Done right, your supporters will generate unique and proprietary content.

There's no better example than the National Restaurant Association, which pushed its campaigns surrounding the pandemic far beyond its membership. The association motivated almost 200,000 people to take action, sending more than 500,000 messages to public officials. [Read the case study](#).



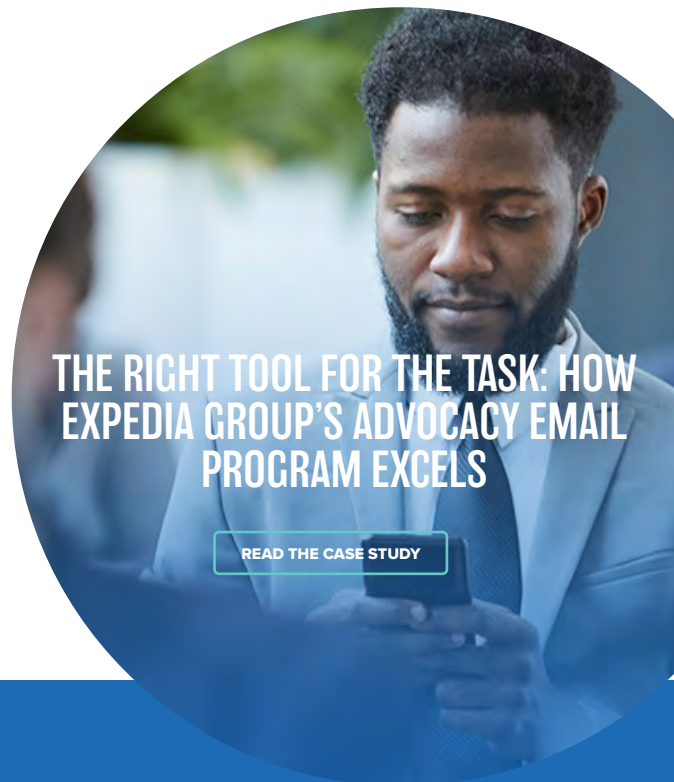
## MOBILIZING WITH PURPOSE

[READ THE CASE STUDY](#)

# 5 IDENTIFY TOP ADVOCATES AND KEY INFLUENCERS.

Whether you call them super advocates, ambassadors or grasstops influencers, every organization has supporters who go beyond the basics to support the mission. By tracking the volume and quality of high-value actions, you'll find your super advocates. They are the ones who take the most action. Overlay campaign finance data to find out who donate to lawmakers (and may therefore have a relationship), and you have a whole new dimension.

Expedia Group does this well. In one campaign using super advocates, they saw an open rate of 76 percent, a click rate of 48 percent and a conversion rate of 32 percent. That's right—almost a third took action. [Read the case study](#).



## THE RIGHT TOOL FOR THE TASK: HOW EXPEDIA GROUP'S ADVOCACY EMAIL PROGRAM EXCELS

[READ THE CASE STUDY](#)

## 6 COMMUNICATE CONSISTENTLY TO KEEP ADVOCATES ENGAGED.

Once you start engaging with your audience, there's no good reason to stop. Be consistent throughout the year. Let them know how your target issues are doing. Keep them involved with surveys and high-quality information. One important tool here is text messaging. Unlike email, text messages get read and can vastly increase your metrics. Conversion rates often run to double digits—10 times the rate of email, in some cases. To learn more about how organizations interact with their audience, read the [2020 State of Advocacy report](#).

## 7 COMMUNICATE YOUR VALUE INTERNALLY.

Your program is more than a cost center. Most advocacy is mission critical. Yet many programs fail to communicate their worth. Organizations that conduct advocacy often have a good story to tell. The Alzheimer's Impact Movement, for example, has built a **strong advocacy program**, and they have increased federal research funding for Alzheimer's six-fold in the last decade, a fact that they rightly call out often. The point: let people know when your program succeeds. Build a reporting program that shows your leadership the value of your team's work. To learn how, [download our white paper](#).

To enhance the value of your program, you can also compare and benchmark your results to other similar organizations. How does your level of advocacy engagement compare to other organizations of similar size? What about policy impact? Benchmarking can reveal powerful insights about what is working, and where you should focus to bring your program up to speed. If you are interested in benchmarking your program against similar organizations, contact your Phone2Action customer success manager and we can prepare a customized report for you to use.



### 2020 STATE OF ADVOCACY

[READ THE REPORT](#)



### HOW AIM IS WINNING CHAMPIONS IN CONGRESS

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### SCHEDULE A DEMO:

Learn how Phone2Action can power your organization's influence on public policy.

[PHONE2ACTION.COM/SCHEDULE-A-DEMO/](https://PHONE2ACTION.COM/SCHEDULE-A-DEMO/)