

CALCULATE AND COMMUNICATE RETURN ON INVESTMENT

Communicating the value of public and government affairs work is critical to advocacy efforts and winning policy. Use our 5-step guide to define your goals, measure success, and demonstrate ROI to your managers, C-suites, and boards.

01

CONDUCT INTERNAL OPINION SURVEYS

Communication is key. Survey your C-Suite or board every year to ensure that you are reporting on topics that are important to your internal stakeholders.

02

DEFINE YOUR KEY PERFORMANCE INDICATORS (KPIs)

Once you know the topic areas that your leaders care about, create success metrics that demonstrate the value of your policy efforts. KPIs will help you measure year over year growth and hold your team accountable to their goals.

EXAMPLES OF KPIs:

- Growing annual PAC contributions
- Number of relevant laws passed
- Number of cosponsors on a reauthorization bill

Clear KPIs will help you justify new hires, bonuses, and additional resources for your team.

03

TRACK LEGISLATIVE AND REGULATORY INFLUENCE

Although every policy team's KPIs are different, most government and public affairs teams are tasked with influencing legislation and regulations. Investing in legislative and regulatory tracking tools like POLITICO Pro's, will allow you to track bills from introduction to final passage, and rules from proposal to publishing. These tracking tools will help you demonstrate how your team's lobbying or advocacy has led to positive financial outcomes, improved public opinion, and more for your organization's bottom line, members, or clients.

04

MEASURE THOUGHT LEADERSHIP

Create a list of your organization's competitors or peers and work to outperform them in leadership. Whether it is publishing research papers, writing editorials, or serving on the boards of relevant trade associations, increasing your organization's role in thought leadership, research, and trade associations will help you build relationships with private, public, and government partners and grow your influence.

05

SECURE STRATEGIC MEDIA COVERAGE

In our annual survey of policy professionals, respondents shared that their boards and C-suites were increasingly interested in data points showing positive public image communications and outreach. Build relationships with members of the media by being friendly, persistent, timely, responsive, and aware of each reporter's interests and lead times. These relationship will help you increase your media coverage, and subsequently improve your organization's image, grow your brand, increase awareness around new legislation or regulations, or recruit new members or donors.