



GUIDE

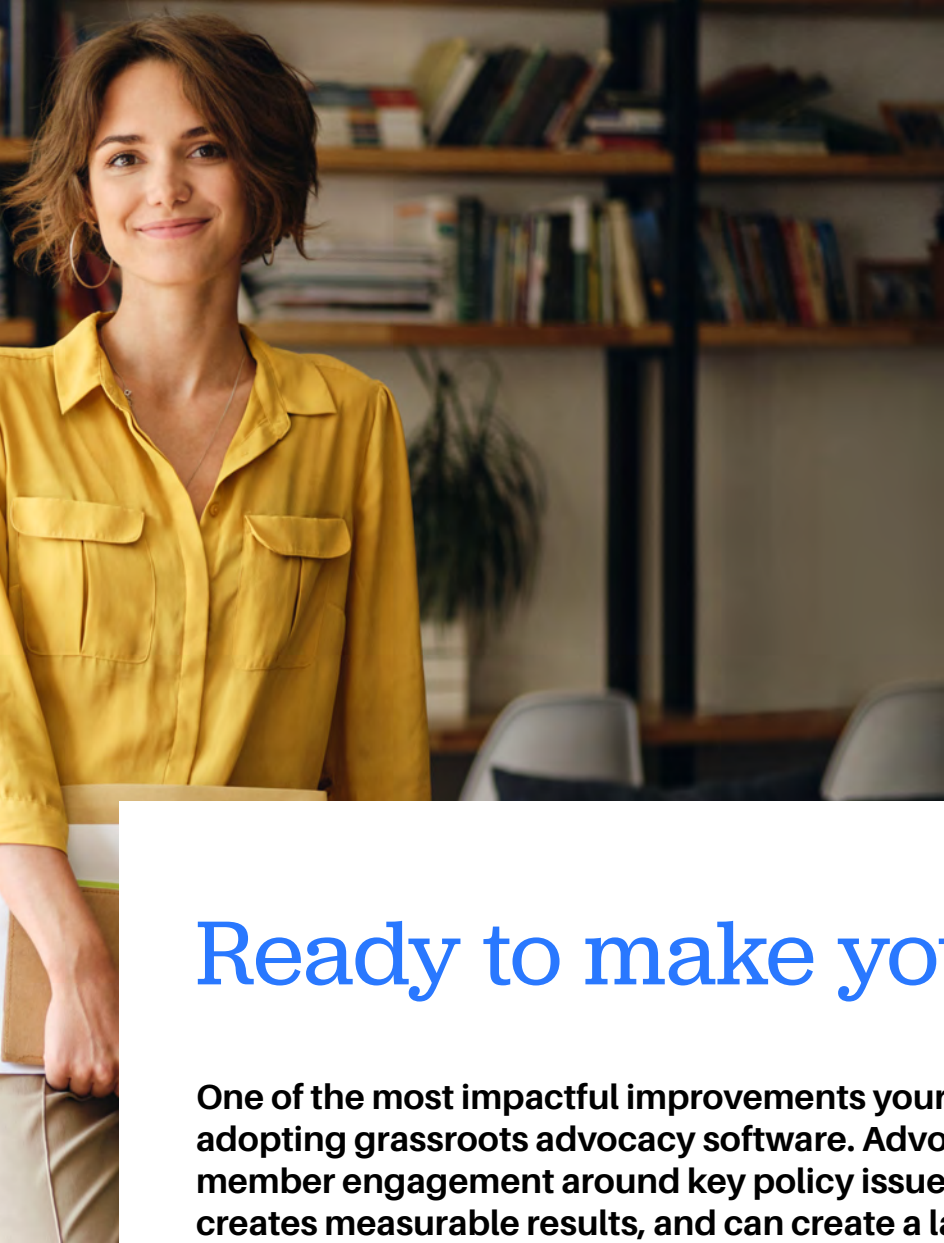
How to pitch advocacy software to your association's board

Engage your members in advocacy and earn public policy wins for your association with grassroots advocacy software.



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Ready to make your impact?

One of the most impactful improvements your association can make is adopting grassroots advocacy software. Advocacy software drives member engagement around key policy issues. It activates members, creates measurable results, and can create a lasting impact through policy for your members.

For association leaders, protecting their members and their industry is a core tenant. Lobbying has long been a tool of associations, small and large. While lobbying has remained key to the success of associations in public policy, new ways and methodologies have emerged. One such is online grassroots advocacy.

Now more than ever, associations have had to prove their value to members. Members also want to feel engaged and part of your association's various programs. **Grassroots advocacy software does just that.**

If your association isn't currently using grassroots advocacy software, it's time to approach your board and show them that **there's a better way. A better way to engage members. A better way to win. All while creating more opportunities to grow your association.** Your board members are likely to need a little education on the subject of grassroots advocacy software. Consider this your guide and use it as a way to answer questions your board may have.

Read on if you're ready to make an impact.

THE BASICS

The What and Why of Advocacy Software

What is grassroots advocacy software?

It's a big digital megaphone. In many ways, Grassroots advocacy software is another form of marketing software, except the end goal is to impact public policy and regulations. It provides a direct line between advocates and elected officials, with your organization being the conduit.

Good grassroots advocacy software is easy to use (for you and your advocates), consistently updates officials and district data, and provides in-depth reporting to prove your organization's impact.

Top features of advocacy software:

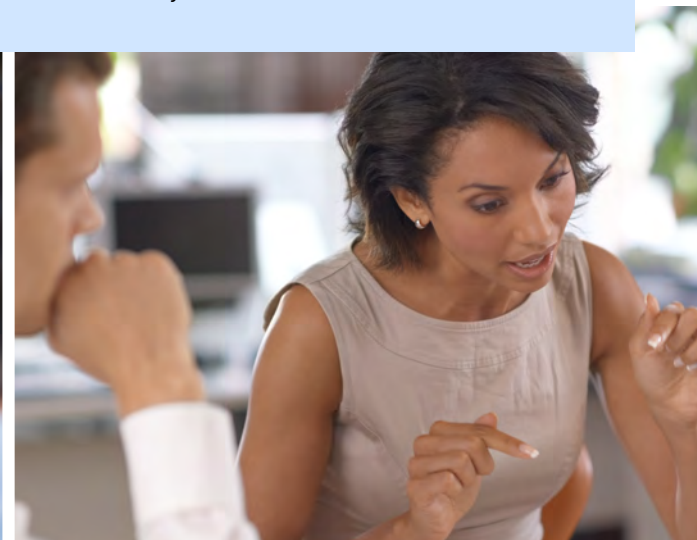
- Local, State, and Federal Official Targeting
- Regulatory Comment Submission
- Embeddable Action Forms
- Advocate Management
- Email & Patch-through Call Actions
- In-depth Analytics & Reporting
- Message Customization
- Branded, Customizable Action Centers
- Email Marketing
- SMS Text Marketing

Why does my association need grassroots advocacy software?

At the heart of every association is the concept of advocacy. Grassroots advocacy software transforms that concept into reality, helping put your association's priorities into action.

It makes the process of engaging in public policy incredibly easy for association's. It empowers members to use their voices in support of their industry and your efforts. It captures new supporters and allows you to transform them into members. It provides reporting behind your advocacy efforts. **Most importantly, it helps you win.**

With advocacy software, your association can be the voice for your members and industry.



The Pitch

5 CLEAR BENEFITS OF GRASSROOTS ADVOCACY SOFTWARE

Your board will be excited to hear about the impact and measurable results of adding this tool to your association's repertoire. Here are five clear benefits of grassroots advocacy software. In your pitch or presentation to your board, we recommend taking the three most relevant points to your organization and building your case off of those.

- 1. Make a measurable impact on public policy.** Advocacy software empowers your association and its members to fight for what matters. **Livelihoods.** It also provides the reporting to back up your organization's efforts with engagement data around the advocacy campaigns you're running.
- 2. Grow your association's footprint.** Grassroots advocacy is the lowest barrier to engagement for people who aren't members to get involved with your association. It's a simple ask—**"Do you care? Then take 30 seconds to take action and send a message"**. It empowers people by giving them a voice and plant's the flag in the ground for your association as a leader.
- 3. Retargeting members for PAC contributions.** Members are 7x more likely to donate if they've engaged in an advocacy campaign. **Seven times.** There's a clear path to ROI for your association beyond a public policy win. Re-engaging and retargeting members for PAC contributions is the easiest path to this.
- 4. Deeper, richer engagement with members.** The relationship between your association and its members is the lifeblood of your organization. **Grassroots advocacy fosters a more profound sense of activity amongst your members by creating an avenue for them to speak on policy issues.** It also enables your association to capture their story.
- 5. More data, more insight, better engagement.** Connecting your advocacy program with your association's other systems gives team members across your organization **more insight into members and their activity. You can utilize this data to create more personalized outreach, targeted event marketing, and more.**



Make Your Case

6 KEY FEATURES OF MUSTER'S GRASSROOTS ADVOCACY SOFTWARE

You know how to pitch it. Now it's time to help your board understand how you got to your decision of Muster's advocacy platform. Use these six bullet points to guide your case for Muster. Choose the features that speak most to the needs of your association.

- **Built for associations.** Your associations most likely has an AMS and email solutions you know and love in place. **Muster's flexible platform allows your nonprofit to buy only what it needs.** This flexibility allows you save and prevent redundancies across your tech stack.
- **Easy to learn and use.** Muster's grassroots advocacy platform is consistently rated as the easiest to use and adopt by associations on G2. Quickly and easily create compelling campaigns that drive action around policy and regulations at the local, state, and federal levels of government.
- **Easy to measure and report results.** Your board will want to know how well your advocacy program is performing. With Muster's analytics and reporting, you can show action rates, new advocates acquired, and total actions. You can also share samples of personalized messages your advocates have sent.
- **Integrates with your other systems.** If your association uses Salesforce, then Muster's bi-directional integration will seamlessly ensure member activity and data flow back and forth. Muster also integrates with Zapier, allowing associations to connect Muster to over 4000 of the most popular business applications, including Association Management Systems, CRMs, and Email Marketing Platforms.
- **Industry-leading support.** You need more than software. **You need a partner.** That's what Muster is. Whether you need help building a campaign or training for a new team member, you'll always talk to an actual human from Muster. From help articles and in-app chat to webinars—we'll ensure you have the resources you need to be successful.
- **Turn your website into an advocacy hub.** Embed forms and widgets on your website to create an action hub for your members. Our easy-to-use embeddable forms work with any website and are responsive.





Ready to see grassroots advocacy software in action?

Visit <https://www.muster.com/demo-request>
and discover the impact your association can have.

