

# TradeMarks

Positioning Your Association for Policy Success

**Brussels Outcomes** – our analysis shows the relationship between an association’s effectiveness and policy leaders willingness to engage with the association.

This analysis was not conducted for 2015’s study

The model indicates that a one-point increase in the TradeMarks Index will lead to:



## CONSIDERATION

6 percent more policy leaders considering an association’s position on an issue.

+6%



## POSITIVE PARTNERS

6 percent more policy leaders who positively view and consider the opinions of a coalition in which they are a member.

+6%



## DISSEMINATION

7 percent more of policy leaders passing along information received from an association.

+7%



## RECOMMENDATION

5 percent more policy leaders who will recommend others seek out an association’s position.

+5%



## ENGAGEMENT

4 percent more policy leaders engaging with association representatives to discuss their position on an issue.

+4%