

**Washington, DC's Outcomes** – our analysis shows the relationship between an association's effectiveness and policy leaders willingness to engage with the association



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



**CONSIDERATION**

Consider an association's position on an issue.

+7%



**POSITIVE PARTNERS**

Positively view and consider the opinions of a coalition in which they are a member.

+7%



**DISSEMINATION**

Pass along information received from an association.

+6%



**RECOMMENDATION**

Recommend others seek out an association's position.

+6%



**ENGAGEMENT**

Engage with association representatives to discuss their position on an issue

+4%