

Washington, DC Trademarks Model – in DC, lobbying, multilateral impact, membership mobilization and local impact have the greatest influence on an association’s perceived public policy effectiveness



Characteristic ▼	Impact ▼	Characteristic Statement ▼
Lobbying	9.1%	"Has effective lobbying representation and builds direct relationships with policymakers"
Multilateral Impact	8.9%	"Works effectively across the executive, legislative and regulatory branches"
Membership Mobilization	7.3%	"Members actively support the association’s positions and mobilize to directly contact policymakers"
Local Impact	7.2%	"Impacts policy at both local and state levels"
Events	6.9%	"Sponsors events and conferences that help generate substantive dialogue – if not a unified voice – for the industry"
Coalition Building	6.9%	"Builds effective coalitions with other groups on issues"
Unified Voice	6.7%	"Represents the voice of the entire industry and the interests of all its members"
Industry Reputation Steward	6.7%	"Protects the reputation of the industry it represents"
Media Relations	6.2%	"Attracts positive media coverage for the industry and its issues"
Bipartisanship	6.0%	"Works effectively and is viewed favorably by policymakers from across the political spectrum"
Social Media	6.0%	"Uses current technology, including online and social media, to communicate and engage with key audiences"
Grassroots	6.0%	"Mobilizes grassroots campaigns to influence policy and legislation"
Information Resource	5.8%	"Produces accurate and reliable information, including new research and data, to help inform policy"
Member Representation	5.7%	"Balances the interests of corporate members as well as state associations"
Self-Regulation	4.6%	"Promotes high standards in the industry it represents by establishing and enforcing industry codes of conduct"