

Metrics Picklist

A Curated List of Metrics for Government Affairs Executives and Managers to Measure and Report Performance

Grassroots

Ability to marshal grassroots and grasstops advocates to take action

Metric	Unit
Active Advocate Rate	% of advocate pool that has taken an action in the past 12 months
Call-to-Action Rate	% of advocate pool that responds to a call to an individual call to action
New Recruit Engagement Rate	% of new recruits that complete an action in their first 3 months, not counting initial action
Recruitment Rate	New advocates added to the pool, compared to last year
Grasstops Coverage	% of target districts with at least one grasstops advocate we are confident we can deploy
Skills Coverage	% of desired skill needs covered, e.g., 2 good storytellers we can call on in each priority district
Annual Retention Rate	% of advocates actively leaving the pool in the last 12 months, e.g., unsubscribing
Offline Action Share	% of total MOC touches by advocates that are offline
Newsletter Open Rate	Open rate on newsletters sent out to advocate network
In-District Action Rate	# of in-district advocate visits/offline actions per key district, per month

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Lobbying

Measuring the strength of my relationships with policymakers and their staff

Metric	Unit
Inbound Inquiry Rate	% of target Hill offices that have sought our expertise in the last 12 months
Site Visit Rate	% target Members who have visited a facility in their district or state
Event Invitation Acceptance Rate	% of invitations to events (e.g., speaking engagements, town halls) accepted
Active Hill Champion Rate	% of Hill champions who have taken action in last quarter to advance a policy priority
24-hr Response Rate	% of initial calls and emails responded to within 24 hours
Freshmen Introduction Coverage	% of freshman legislators met in current session

Internal Relationships

Measuring the strength of my relationships with internal stakeholders

Metric	Unit
Time-to-Fill	Average time to approve new positions / lobbyists
Newsletter Open Rate	Open rate on internal newsletters
24-Hour Response Rate	% of initial calls and emails responded to within 24 hours
Satisfaction Rate	Stakeholder satisfaction with GA work (as measured through a survey)
Communication Satisfaction Rate	Stakeholder satisfaction with GA communication (measured by survey)
Inbound Inquiry Rate	# of times internal stakeholders reached out to GA unprovoked in per month
In-House Expertise Coverage	% of issues we have an in-house expert for who will assist us
In-House Expertise Share	Proportion of expertise provided by lobbyists vs. internal experts
Strategy Meeting Invites	% of strategy meetings our staff are invited to

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External Partnerships

Measuring the strength of partnerships and coalitions we build

Metric	Unit
Inbound Inquiries	Partner reach-out to us (any initiated contact) per month
Out-of-Network partnerships	% of partnerships outside industry / immediate peer group
Partnership Turnover	% of partnerships or coalitions ended in last year
Responsiveness Rate	% of partners who respond to me within one business day
Reliability Score	% of times partners agreed to take action after being asked to by organization
Support Requests	Requests for organization's support on position statements/letters per year
Partner References	References to organization or it's body of work in public by partners per year
Content Requests	# of times partners reached out to us for content
Content Shares	% of partners who shared some piece of our content in (social) media outreach

PAC

The ability to grow and maintain the size and potential impact of our company PAC

Metric	Unit
Cost Per Dollar Raised (CPDR)	Cost per dollar raised
Funds Raised to Goal	PAC contributions to date as percent of annual goal
Average Gift Size	Average PAC contribution amount (\$) received
Giving Levels Met	% of donors that donated at or above recommended amount
Eligible Donors	% of eligible donors who have donated
Donor Growth Rate	% growth in the number of new donors
Donor Retention Rate	% of donors who gave last year and this year
Average Monthly Contribution	Average total PAC contributions per month

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Digital

Growth of digital influence online

Metric	Unit
Click-Through Rate	Click-through rate for links embedded in social media posts
Cost Per Click	Cost-per-click of online advertising (ad efficiency)
Shares Per Content	Shares per piece of social media content (retweets, etc.)
Website Views	# of unique visitors to website
Twitter Potential	Sum of all users mentioning you + sum of their followers
Social Media Growth	Growth rate of social media connections
Follower Influence	% of target list of influencers following organization on at least one social media platform
MOC Social Media Interactions	# of social media interactions w/MOCs (responses, likes, retweets, etc.) per content
Listserv Influence	% of target list of influencers subscribed to organizations email list/newsletter
Social Media Response Rate	% of angry/negative social media mentions/comments from influencers responded to

Public Influence

Respect for our role and expertise in the public debate

Metric	Unit
Public Mentions	# of public mentions of organization's data/ideas by policy makers in past year
Invitations to Testify	# of times invited to testify in congress per year
Target Influencers Reached	% of target list of influencers who have engaged with published content / media from organization in last 3 months, e.g., receives one of our newsletters
Incoming Media Contacts	# of incoming calls from media members/reporters
News Mentions	# of articles mentioning organization or organization's work per month
Speaking Engagements	# of times someone from organization was invited to speak/participate in a public event per year
Idea Penetration	# of times key phrases from organization are used in the media in last month
Influencer Idea Penetration	% of target influencers who have used a key phrase from the organization in the last month/quarter
Audience Draw	Average audience size per public appearance