



# Data-Driven Advocacy

Presented by

Seth Turner

Senior Manager of Grassroots Advocacy &  
Stakeholder Engagement



# Presenter

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**Seth Turner**

Senior Manager, Grassroots Advocacy & Engagement

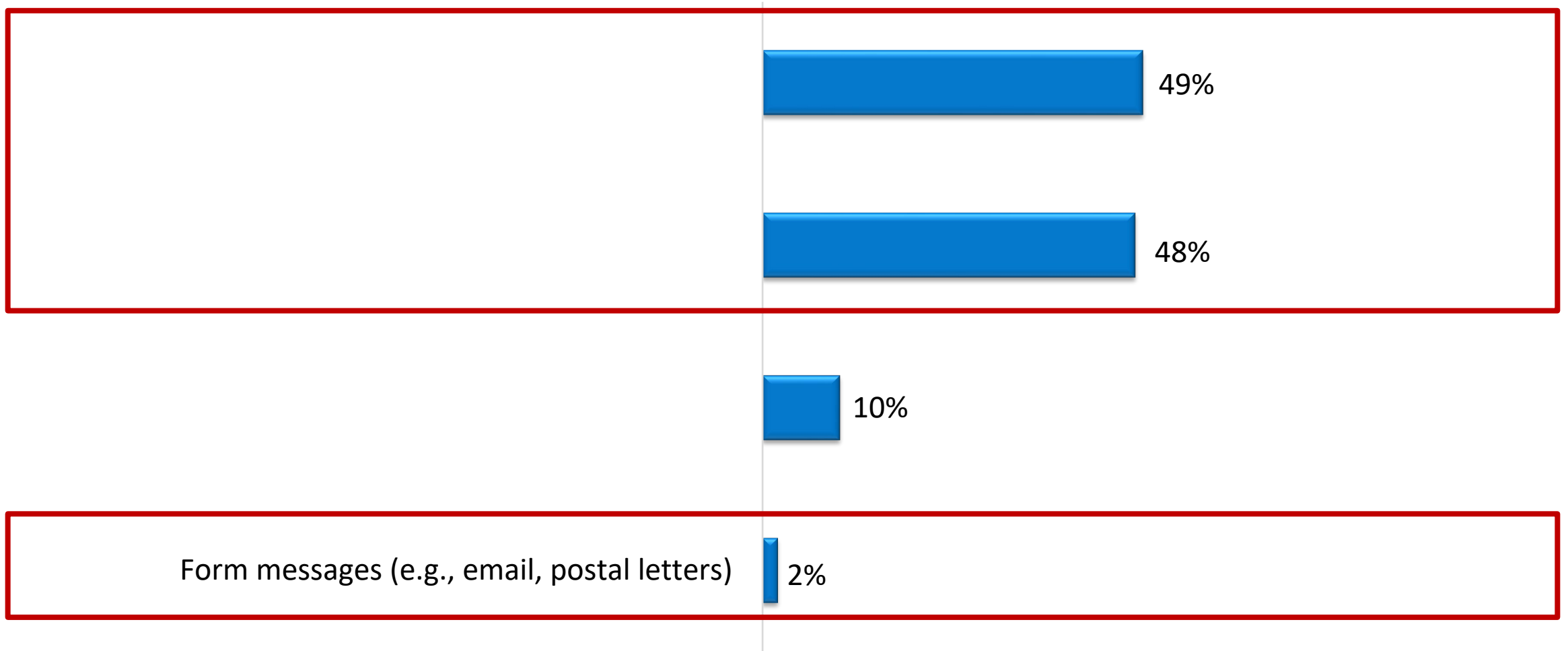
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# Survey Question

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*If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to your office have on their decision?*

# A lot of influence



Source: The Congressional Management Foundation

# Vision for Key Contacts

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***535 for 535 – NAA will have at least 1 influential key contact for each Member of Congress.***

# Agenda

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- Advocacy Pipeline Assessment
- Findings & Take Aways
- Growing NAA's Key Contact Pipeline
- NAA's Inaugural Advocacy Academy
- **Ask questions!**

# April 2023: Data Stored Everywhere!

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- Institutional memory
- Breadcrumbs in files on NAA's server
- Microsoft Outlook
- Google Sheets
- Salesforce
- Quorum



# Recruiting Leads



## Methodology

- Compiled 47 campaign participation reports
- September 2021-May, 18, 2023
- 43 “unique” campaigns \*
  - Federal (4)
  - State (26)
  - Local (10)
  - Other (3)

*\* Adjusted for duplicative and overlapping campaigns.*

A screenshot of a website or event page. At the top left is the NAA logo (National Apartment Association). The main image shows a large audience seated in a conference room, facing a stage with a panel of speakers. Two large screens on either side of the stage show a close-up of the speakers. The word "Advocate" is visible on the stage backdrop. Below the image is a grey box with white text: "You Have the Power to Create Change for the Rental Housing Industry". At the bottom of this box is a blue button with white text: "Take Action".

NAA  
NATIONAL APARTMENT ASSOCIATION

Advocate  
Presented by NAA

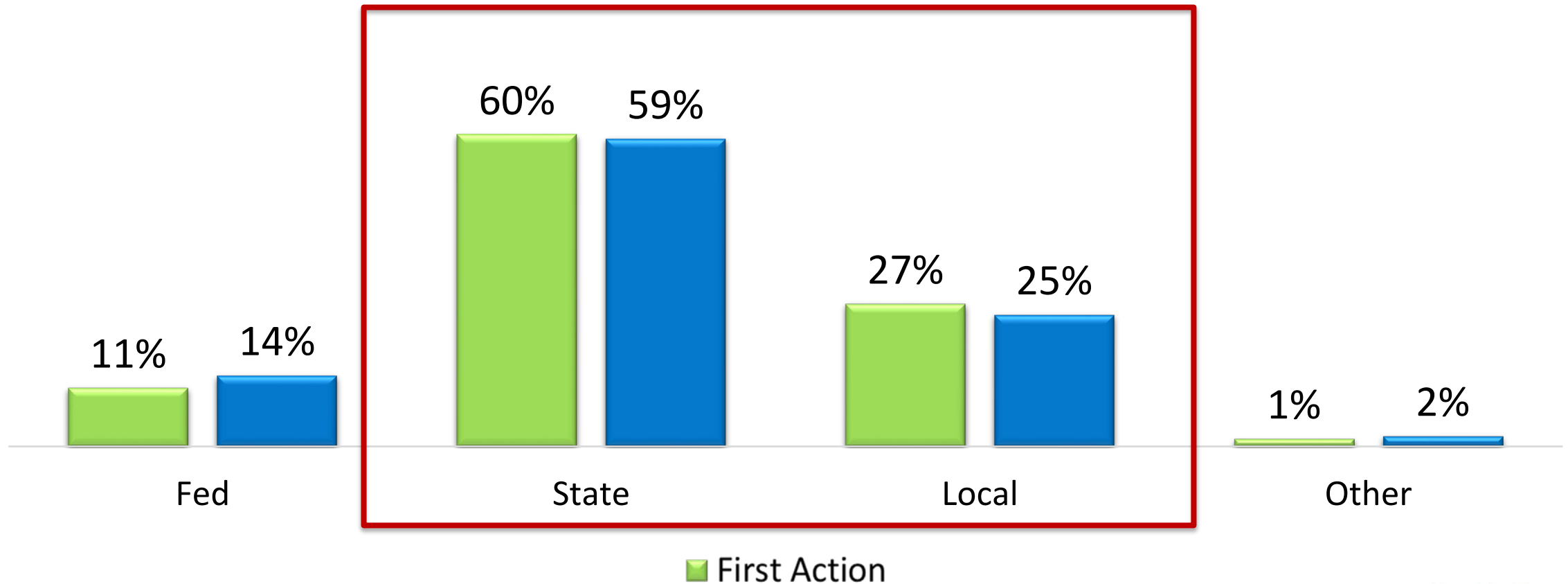
You Have the Power to  
Create Change for the  
Rental Housing Industry

Take Action

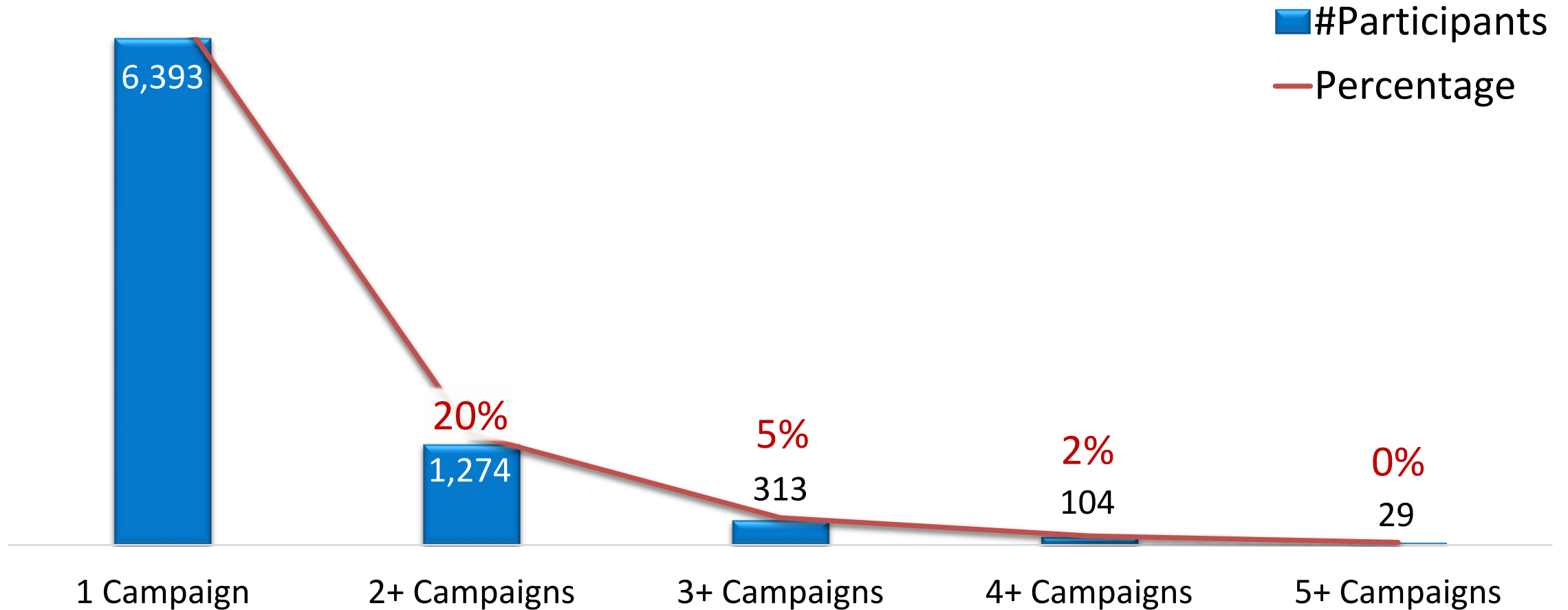


# The Source of NAA's Advocates

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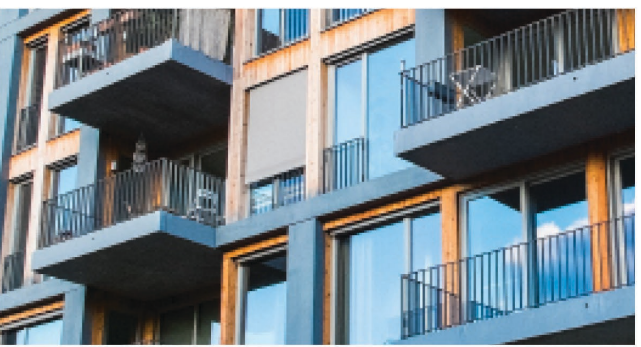
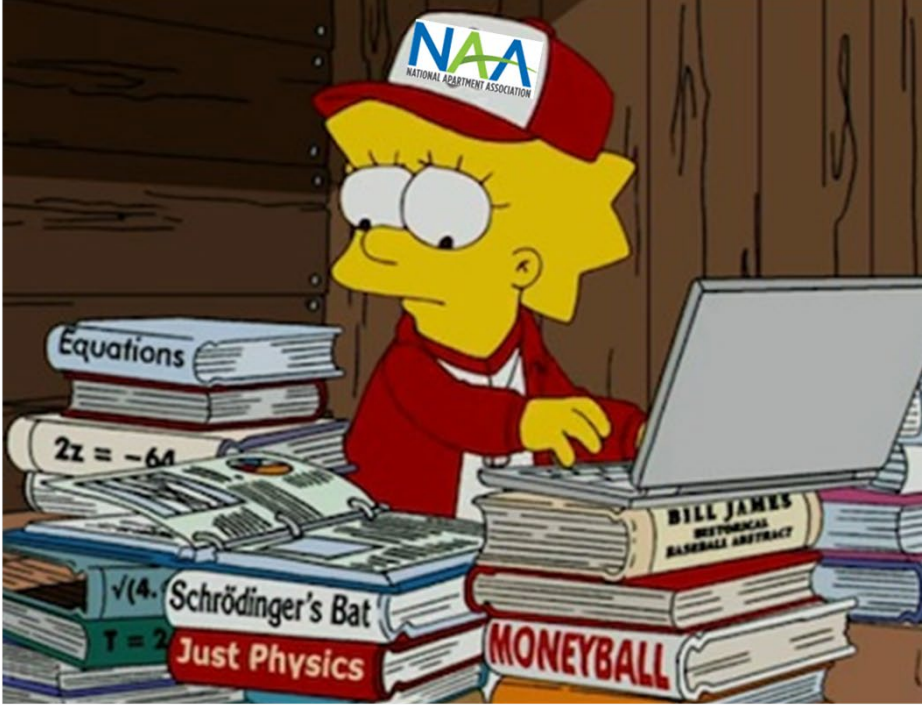
# Campaign Matriculation



# Findings & Take Aways

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- Form email is NOT influencing tool
- Affiliates are NAA's best grassroots recruiters.
- Rental housing industry advocates are **quickly** cynical.



# Growing NAA's Key Contacts Pipeline



# You Might be a Pipeline Candidate if...

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- Live or operate within a key congressional district/state
- Among breadcrumbs left by former advocacy managers
- Participated in advocacy training
- Participated in multiple *Advocate* or *At-Home* events
- Won or nominated for Advocate of the Year Award
- Have known relationships with Members of Congress

1) Potential Advocates



5) Key Contacts

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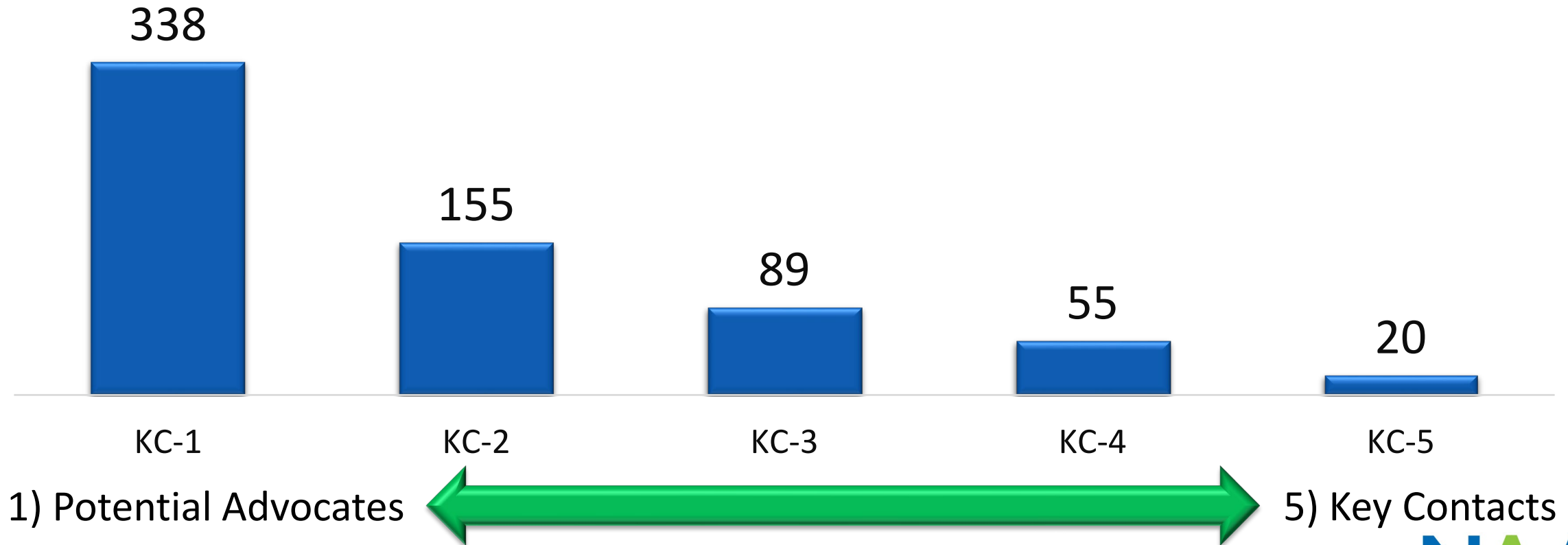
# Key Contact Ratings (1-5)

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- Leads:** Recently participated in a digital advocacy campaign for their 2<sup>nd</sup> time.
- KC-1:** Demonstrated some interest in engaging in advocacy tactics proven more effective than digital advocacy campaigns.
- KC-2:** Demonstrated clear interest in engaging in advocacy tactics proven more effective than digital advocacy campaigns.
- KC-3:** Participated in proven-effective advocacy tactics (e.g., NAA's advocacy fly-in event, district engagement, etc.).
- KC-4:** Clear engagement in advocacy demonstrating high potential to develop skills and influential relationships with policymakers.
- KC-5:** Sophisticated advocates who have influential relationships with policymakers.

# Key Contacts Pipeline

(April 1, 2024)







# NAA's Inaugural Advocacy Academy



# Why Invest in an Advocacy Academy?

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*“A better-informed constituent can have more of a voice than just a mass messaging of vague opinions.”*

- Correspondence Director

- 40 hours of training over 6 months
  - In-person training sessions
  - Monthly webinars and training videos
  - Interactive cohort “office hours”
  - “Enhanced Learning Exercises” (i.e., Homework)
  - Feedback from Cohort Leaders
- And finally, participants met with Members of Congress and staff



# Survey Question(s)

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## Assessing All Constituents (Oct. 2014)

“In your opinion, how prepared is the **typical constituent** you meet with?”

## Assessing Advocacy Academy (2015-2016)

“How prepared was the **food bank representative(s)** that you met with?”

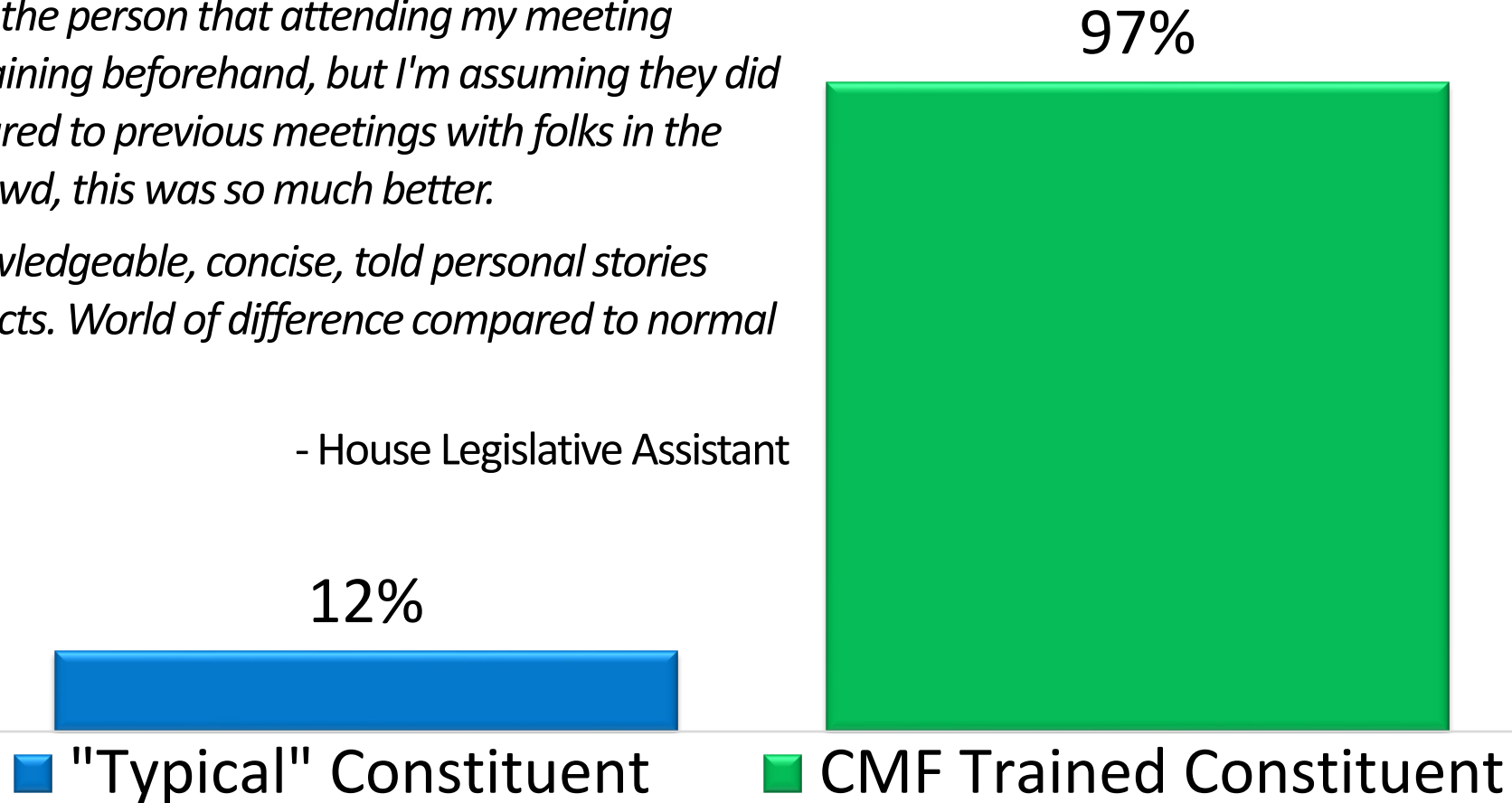


# “Very Prepared”

*“I don't know if the person that attending my meeting received any training beforehand, but I'm assuming they did because compared to previous meetings with folks in the anti-hunger crowd, this was so much better.*

*They were knowledgeable, concise, told personal stories about the impacts. World of difference compared to normal meetings.”*

- House Legislative Assistant



Source: The Congressional Management Foundation

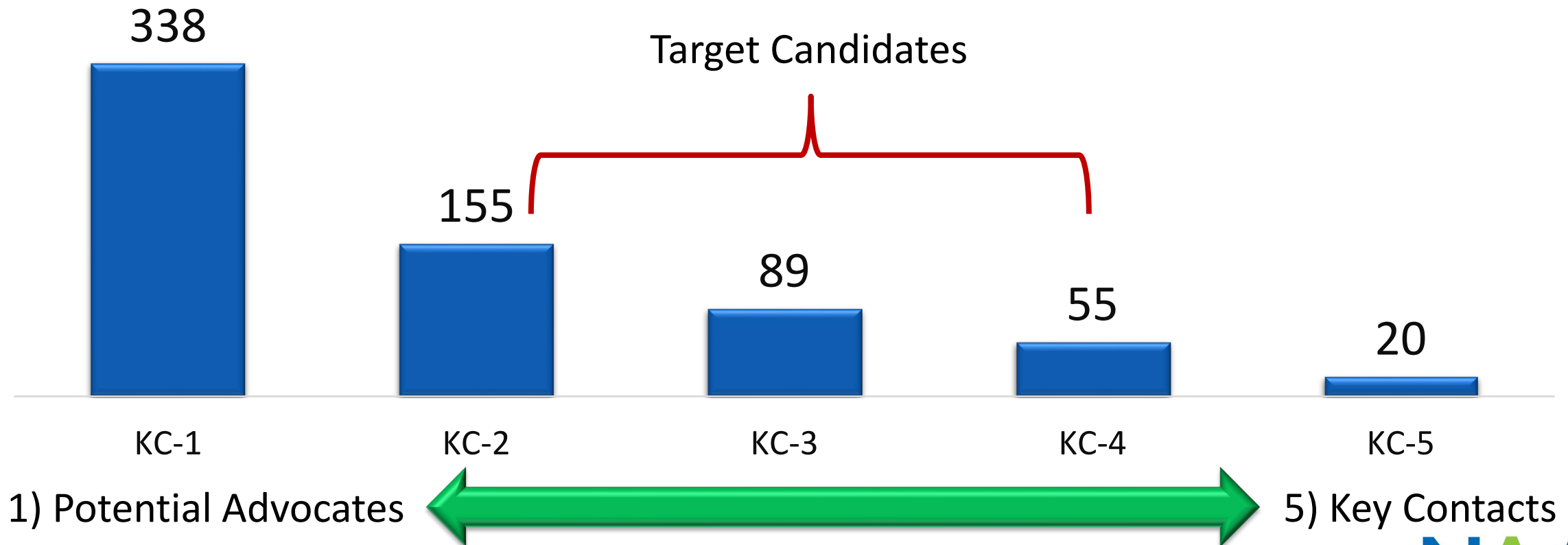
# NAA's Advocacy Academy

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**Desired result:** 25 new key contacts, primarily from key Congressional districts

# NAA's Advocacy Academy

(April 1, 2024)





# NAA's Advocacy Academy

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## Desired result

- 25 new key contacts, primarily from key Congressional districts

## Approach

- 10 hours of in-person training
- Up to 25 key-contact candidates

## Where & When: 2024 *Rental Housing Advocacy & Legal Summit*

- *Irving, TX*
- *July 29-August 1, 2024*

# NAA's Advocacy Academy

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## NAA's Investment

- Registration fee (\$500)
- Hotel for four nights
- Airfare and ground transportation
- Meals

# NAA's Advocacy Academy

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## Expectations and Commitment

- 100% attendance
- Active engagement in training sessions, discussions and activities
- Complete pre- and post surveys
- Regular post-Academy participation in NAA GrassTOPS advocacy activities

# NAA's Advocacy Academy

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## Timeline and Deadlines

- May 17      Affiliate nominations due
- May 31      Candidate applications due
- June 3-17    Assessment period (by NAA staff & Advocacy Engagement Subcommittee)
- June 21      Candidate selections announced





# Thank You

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