

ASAE Uses GovPredict to Repeal Burdensome Tax

The American Society of Association Executives had a problem. Their members (usually tax exempt) had to pay a 21% tax on some employee benefits, like parking and transportation.

Problem

⚠ Massive campaign needed

If ASAE was going to get the tax repealed, they knew it would take a massive campaign. They would need to contact staffers and Members from both parties. They would also need to drive their membership to contact Congress en masse.

They needed a software solution that would do more than just collect messages. They needed something that would maximize communication at the grassroots and grassroots levels.

Solution

The lobbying team at ASAE used GovPredict to find and contact staffers. In the past, they used other directories, and the information was frequently out of date or agency staffers simply weren't included.

For the grassroots components, ASAE relied heavily on the A/B testing that GovPredict's email marketing tool provides. It was incredibly important to galvanize ASAE's membership, so they tested everything in order to arrive at the most powerful messages.

ASAE ran the grassroots campaign from their regular website by pasting GovPredict code onto the correct pages. Keeping everything in one place improved both the discoverability of the campaign and the completion rates of the calls to action.

Result

Thanks to the relentless efforts of ASAE's lobbying team and the countless messages sent by ASAE members, Congress repealed the tax.

Using GovPredict, they were so successful that they even convinced Rep. Kevin Brady to vote in their favor. Rep. Brady had originally introduced the tax some years prior.

Biggest Wins Using GovPredict

- ✓ BURDENSOME TAX REPEALED
- ✓ MEMBERS SEE VALUE OF ASAE'S WORK