

Lutheran Services in America Sees 18x Increase in Grassroots Activity with GovPredict

How can you make sure that every campaign hits home with legislators?

Problem



Lackluster responses to grassroots campaigns.

Lutheran Services in America represents the network of Lutheran hospitals. Because so few bills pass Congress each year, the government affairs team knows they may only have one shot to include their preferred language in a given law.

This year, the CARES Act was one such law. The team had to make its grassroots campaign a success.

But how? They were experienced professionals, but previous campaigns had yielded so few responses that lawmakers did not take the feedback into account.

Solution

They started by creating the right messages and setting up the action center on their website.

GovPredict made it easy to embed the module onto any page. The clean design also facilitated advocates' completion rates. Along the way, they explained clearly what they were asking supporters to do and why.

The bulk of the message was around using specific language in the CARES Act itself.

Result

A full **18 times more people** completed this campaign than their previous highwater mark.

The team realizes that the CARES Act represents an unusually important piece of legislation for their members. That being said, they credit much of the success to the power of GovPredict's grassroots advocacy suite.

Biggest Wins Using GovPredict

- ✓ PREFERRED LANGUAGE INCLUDED IN ACT
- ✓ 18X MORE PARTICIPATION