

A NonProfit Sees 70% Success Rate in Municipalities Across the Country

A national NonProfit supports affordable housing initiatives, including rent control. They rally supporters in towns and cities whenever the local government considers ordinances around this issue.

Problem



Too many missed opportunities for local advocacy

The NonProfit had no trouble managing these issues in larger cities. They already had local chapters monitoring the issues and providing services. It was very difficult for them to effectively advocate for affordable housing in the thousands of other municipalities around the country.

Affordable housing is considered by municipalities often and seemingly without warning. They frequently missed pending council meetings or learned about them too late. They needed a way to get advance notice when the issue was being considered so that they could mobilize effective outreach and advocacy.

Solution

Using GovPredict's local dataset (towns and counties), this NonProfit received alerts any time their issue was mentioned across 6,000+ municipalities.

Using this data, they learned of over 400 municipalities that considered some ordinance around affordable housing over the course of the following year. With this kind of advance notice, they were able to strategize which localities to focus their efforts on and coordinated effective campaigns.

Result

They were successful in 70% of the municipalities they targeted, effectively driving their mission and supporting people in far more places than they ever could have in the past.

Biggest Wins Using GovPredict

- ✓ ALERTED EVERY TIME THEIR ISSUE CAME UP LOCALLY
- ✓ 70% SUCCESS RATE AT GETTING MEASURES PASSED