

Capwiz·XC Case Study: American Academy of Ophthalmology

www.aao.org

Targeting their most active supporters with specialized emails leads to more effective member participation

"We're thrilled that our members have become much more involved in supporting the issues that matter most to them. Now, more than 51% of the AAO membership have communicated with Congress on at least one issue. In 2005, our members sent over 20,000 messages on one issue alone."

- Denna Suko, Manager, OPHTHPAC & Political Affairs

Challenge

The American Academy of Ophthalmology (AAO) is the largest national membership association of ophthalmologists – medical doctors who provide comprehensive eye care, including medical, surgical and optical care. More than 90 percent of practicing U.S. ophthalmologists are members of the AAO; overall, the AAO has more than 7,000 international members. Dedicated to enhancing the quality of life for every individual they treat by protecting their patients' vision and eye health throughout life, AAO members are committed to advancing the highest standards of comprehensive eye care.

Like many health care professionals today, the members of the AAO are greatly concerned about the issues facing their industry, but have limited time in which to respond. **The AAO recognized that, to be more effective, its members needed help getting the facts, composing a message, targeting influential lawmakers, and then making certain their messages get delivered.** The AAO is also determined to increase the effectiveness of their lobbying efforts by increasing their members' awareness of critical issues.

Solution

Capwiz·XC allows AAO members to easily identify their Congressional representatives and send them timely messages. Making it easier for all AAO members to participate in Government Relations activities, and ensuring that all their messages were heard, reinforced the strength of the AAO's lobbying efforts.

To maximize those efforts, the AAO uses their detailed Capwiz·XC Influence Reports to track who is sending messages and how often, helping them pinpoint their most ardent supporters. Now, they are using that knowledge to get the most out of their members' willingness to get involved across a broad spectrum of activities.

"Capwiz·XC definitely helps make our legislative activities more effective and successful. We are able to call on our best supporters whenever we need them, and all of our members can easily get involved in the issues that matter most to them. It's a win-win situation for everyone."

- Denna Suko

In particular, the AAO's annual legislative conference is an opportunity to discuss critical issues facing ophthalmology. In 2005, 225 individuals attended the conference. With a member base of over 17,000 individuals, clearly there is plenty of untapped opportunity. **The AAO now uses Capwiz·XC to determine top activists and encourages those individuals to attend the conference.** In addition, they use Capwiz·XC's e-mail marketing tool, Mail Manager, to send those same supporters special promotional materials – something that was previously too time-consuming and costly.

About Capwiz·XC

Capwiz·XC, Capitol Advantage's award-winning online advocacy solution, helps your organization achieve legislative success by influencing state and federal policymakers, managing online fundraising, getting out the vote, and much more! With roughly 18 million constituent messages delivered to elected officials in 2007, no one is working harder or smarter to help your constituents influence the outcome.

Capitol Advantage is the leading provider of innovative products and services designed to support government relations programs for over 1500 associations, corporations, media and educational institutions. Capitol Advantage offers a variety of hosted online solutions, including Capwiz·XC and PACbuilder, a PAC management tool. Our company also powers Congress.org, a free public-service web site engaging citizens in democracy.



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