

# Influence Scorecard

Pillar	Indicator	Pre-Campaign Score (1: low– 5: high)	Post-Campaign Score (1: low– 5: high)
<b>Trust</b> <b>Who</b> you are  <i>Your institutional authority, credibility, and relationships</i>	<b>Consistency:</b> Has the campaign established a proven track record by following through on its commitments? (KPIs: percentage of public commitments executed, adhering to set cadence for operations, message discipline).		
	<b>Credibility:</b> Do media & experts treat your campaign as a source of truth and seek your input? (KPIs: inbound press/legislative requests, third parties amplifying your messaging, meeting conversion rate).		
	<b>Community:</b> Are third-party allies, organizations, and new members actively joining your effort? (KPIs: Number of coalition partners secured, growth in grassroots advocates, volume of third-party sign-ons for open letters).		
<b>Relevance</b> <b>What</b> you are saying  <i>How perfectly your message, format, and timing align with what the audience cares about right now</i>	<b>Resonance:</b> Does your content resonate with your target audience or does it fall flat? (KPIs: Content completion/watch rates, positive comment-to-view ratios, verbatim reuse of your campaign messaging, brand lift).		
	<b>Salience:</b> Does your campaign's framing align with your target audience's priorities or are you talking past them? (KPIs: polling results on your issue vs. top public concerns, whether opposition responds to your messaging, adoption into broader policy news cycles).		
	<b>Irreplaceability:</b> Does this campaign provide a unique angle, data set, or voice that no other organization is offering? (KPIs: A competitive void if your campaign paused, proprietary data/research acting as the industry baseline, sole occupancy of a critical advocacy niche).		
<b>Reach</b> <b>How far</b> your message goes.  <i>The raw volume of your distribution channels.</i>	<b>Earned Media:</b> The total footprint of unpaid media coverage and organic distribution. (KPIs: share of voice, media impressions, social media engagements, AI visibility).		
	<b>Owned Media:</b> Activity on channels you own. (KPIs: website traffic, email opens, resource downloads, action conversions, SEO, etc.)		
	<b>Paid Media:</b> Activity from paid ads (KPIs: Impressions, frequency & engagement).		
<b>Total</b>		# / 45 points	# / 45 points
<b>Change:</b>			# points

# How to Use the Influence Scorecard

---

## What is the Influence Scorecard?

- The Influence Scorecard measures the impact of advocacy campaigns by benchmarking progress of key metrics over time.
- Tracking this movement makes it easier to communicate a campaign's effectiveness to internal and external stakeholders, helping to secure buy-in, and resources.

## Why this Formula?

- Influence can seem difficult to measure, but it relies on a simple formula: **Influence = Trust + Relevance + Reach.**
- By translating advocacy into these three core pillars, it moves campaign reporting away from subjective "gut feelings" and transforms it into quantifiable business metrics.

## How to Use It:

1. **Define Your Metrics:** Determine the KPIs you will track over time and commit to them. Feel free to customize the "Indicator" column to list the KPIs most important to your organization.
2. **Establish a Baseline:** Review the raw data of your selected KPIs and translate that performance into a diagnostic score from 1 to 5. This represents an honest, internal assessment of where your influence currently stands.
3. **Track Progress:** Return to the scorecard periodically to update the "Post-Campaign Score."
4. **Prove Value:** The goal is to show an increase in the campaign score over time, demonstrating the effectiveness of your campaign and your overall organizational influence.

## Ready to Build Your Influence?

- Legion Public Affairs helps companies and organizations win policy fights, protect their interests, and shape public opinion by building permanent advocacy infrastructure.
- **Email:** [Reid@LegionPublicAffairs.com](mailto:Reid@LegionPublicAffairs.com)