

Challenge

The Canadian Automobile Association – South Central Ontario (CAASCO) set a goal to increase its effectiveness in lobbying certain themes and policy objectives to government. To do so, CAASCO wished to enable its members to advocate these positions to their local politicians and the decision-makers on each issue. CAASCO would include this program as part of the measurement on its internal “member performance index”.

Solution

CAASCO engaged ASI Technologies (ASI) to construct an e-Card application to allow its members to write pre-formatted emails to local politicians. The application could be used for any CAA advocacy campaign and would include a template letter to be sent to the particular government(s) chosen for the campaign. Members would have the opportunity to add their own comments, and the system would send the e-Card to their local politician(s) based on their address and postal code. Some of the major strengths of this solution include:

- Multiple campaigns can be run concurrently.
- Each campaign can be customized.
- Different email templates can be used for different groups of politicians on the same campaign.
- A robust reporting interface allows CAASCO to view, summarize, and download both roll-up results and individual submissions.
- CAASCO has full control over the appearance of the e-Card screens for each campaign.

Results

CAASCO has seen immediate results with the campaigns they have run, as politicians are now being contacted directly from its members, and the association has enabled this. Members have been receiving responses from their politicians, which is one of the most immediate effectiveness indicators of the tool – the e-Cards are rightly being seen as genuine correspondence from constituents to their elected representatives.

CAASCO will continue to use this tool as a key part of their future campaigns.