

ASAE Advocacy Priority Study 2018

Background: Every year, ASAE surveys its CEO and government relations executive members from across the country to gather feedback about where ASAE should focus its public policy resources, as well as identify new issues of importance to the community. Association CEOs make up eighty percent of the survey respondents. The survey, in its tenth year, has created an excellent benchmark for what issues are important to the association community. Additionally, the surveys also gauge different aspects of association advocacy.

ASAE Issue Priority: Respondents were given a list of issues ASAE has focused on in the past and were asked to insert a percentage of time they felt ASAE should spend on each issue. This year healthcare policy was the most important issue to association executives. Tax reform was the second most important issue, as this survey was taken after the Tax Cuts and Jobs Act of 2017 became law. Internet and wireless issues scored in the top quadrant for the first time this year.

Topic	Average % Allocation		
	2018	2017	2016
Healthcare policy (Association Health Plans, Cadillac tax etc.)	16.1%	--	--
Tax code reform (e.g. redefinition of tax-exemption, etc.)	12.1%	16.6%	12.5%
Internet and wireless issues (e.g. net neutrality, online advertising, etc.)	9.6%	5.6%	6.8%
Nonprofit governance, including executive compensation	8.7%	6.8%	7.2%
Nonprofit political activity	8.2%	9.0%	8.2%
Nonprofit financial disclosure (e.g. Form 990, etc.)	7.7%	8.5%	9.1%
Policies impacting government employee conference attendance	7.7%	12.2%	11.7%
Department of Labor overtime rule changes	7.6%	12.1%	22.4%
Social and economic impacts of discriminatory state legislation (example such as HB 2 in North Carolina)	6.7%	10.2%	--
Meetings (International travel etc.)	5.3%	--	--
Lobbying reform	4.6%	6.0%	4.6%
Campaign finance issues*	4.4%	6.2%	5.7%

The Power of A: This year ASAE asked members their opinion on the importance of education Congress and the Administration about contributions associations make to society and how they strengthen the nation. More than 54% of respondents listed this charge as very important. When asked the importance of The Power of A serving as a collective advocacy effort for the association community, more than 47% of respondents listed this as very important.