American Associations Week 2020
Share Your Story
TODAY’S STORYTELLERS

Dani Mackey,
Dani Mackey Communications

Chris Krese,
National Association of Chain Drug Stores

Chris Vest,
ASAE Public Policy

Nate Fisher,
ASAE Public Policy

THE POWER OF (A)®
STRONGER BY ASSOCIATION
100 YEARS OF ASSOCIATION LEADERSHIP
GOAL & AGENDA

Provide you with the tools and information to powerfully shape and share your stories with impact:

• Why Your Story Matters
• The Power of A Story We Tell
• Strategies for a Powerful Story
• Helpful Examples
• Takeaways for American Associations Week
• Questions
WHY YOUR STORY MATTERS

Your story:

✓ Reaffirms the value of the collective association community

✓ Helps policymakers (and others) understand the depth and breadth of how associations make us stronger every day and throughout COVID-19

✓ Appeals to local policymakers’ need and desire to serve their constituents

✓ Illustrates how America works best when we work together
THE STORY WE TELL ABOUT YOU

Core Message:

Associations are essential to a stronger America and world.

And have been supporting essential industries and professions throughout the pandemic without a financial safety net.
4 SUPPORTING MESSAGES

THROUGH OUR POWER TO BUILD A STRONGER ECONOMY
America’s associations fuel the nation’s economy through industrial development, product and service innovation and through facilitating domestic and international business.

THROUGH OUR POWER TO ENHANCE SKILLS AND CREATE OPPORTUNITY
Associations dedicate millions to advance workers’ job skills and create new employment opportunities for all Americans across virtually every industry sector.

THROUGH OUR POWER TO IMPROVE STRUCTURES & SYSTEMS
At every turn, associations implement programs and impact policies that strengthen America’s safety and security - on roadways, waterways, jobsites, the Internet and everywhere in-between.

THROUGH OUR POWER TO STRENGTHEN LIVES
There is no other segment of society that improves lives like associations do every day - from creating industry standards of quality and safety, to providing disaster relief, to offering expertise that creates better policy – and so much more.
DURING COVID-19

Trade associations, professional societies at the national and state levels are:

Helping Members Adapt and Survive
Helping Consumers Stay Safe, Healthy, and Sound
Helping Policymakers Make Smart, Speedy Decisions
Helping Solve Problems for the Nation and World

• Operating without a financial safety net.
• Continuing missions – even more passionately than before.
• Shifting priorities to essential, vital needs.
• Coordinating with state and Federal agencies.
• Educating members and the public.
• Minimizing supply chain disruptions.
• Providing services and products to those in need.
• Guiding members at every changing moment.
STRATEGIES FOR A POWERFUL STORY

• Why does your work matter?
  • How does it make America and the world stronger, safer, better, smarter every day and throughout COVID-19?
• Create a core message statement.
• Craft powerful supporting points (economic, quality of life, safety/health, opportunity)
• Use statistics and anecdotes to bring the story to life.
• Test it. Revise it.
• Communicate it with images, video, or other assets.
NACDS: OUR COVID-19 STORY

Four Communications Goals:

• Contributing to the health and well-being of the public, of members’ teams, and of NACDS’ staff;
• Delivering value to NACDS members;
• Living up to pharmacy’s reputation; and
• Advancing our mission.
3 EXAMPLES FROM OUR PODCAST

ThePowerofA.org/podcasts

Household & Commercial Products Association:
• Designation of essential services
• Responded to increased demand for cleaning and paper products
• Increased manufacturing output, opening new facilities and focusing on priorities
• Consumer education

American Association of Community Colleges:
• Adapted to distance education
• Provided broadband, laptops, and food for students in need of services
• Minimized disruption on higher education for the 41% of nation’s undergrads

Heart Rhythm Society:
• Navigated changing landscape of telemedicine
• Assisted members with responding to changing landscape of need
• Helped guide members through reimbursements and redeployments
KEY TAKEAWAYS AND ACTIONS FOR AAW:

- Write your story, messages, and supporting points
- Post it on social media, using #associationsweek and tagging @The_Power_of_A
- Visit and link to ThePowerofA.org
- Use our downloadable materials
- Sign-On and Participate in Upcoming Events
BRIEF WALK-THROUGH OF THEPOWERFA.ORG

Mark Your Calendar for American Associations Week 2020 – June 15-18, 2020

- Coronavirus Pandemic Resources
- Commitment to Civil Discourse
- Power of A Research
- Power of A Fund
- Podcast
- Make a Better World
- Powerful Stories
- The Power of A in Action
American Associations Week (AAW), June 15–June 18, is a free, week-long virtual education and advocacy event to help inform policymakers and their staff about the American industry and the work they do. AAW will highlight meaningful ways that associations strengthen society and provide.
ASSETS FOR YOUR USE

Infographic

Images and Text for Social Media

Associations: Helping America Re-Open and Recover

Associations: Strengthening the Nation Throughout COVID-19

Associations: Helping America Stay Safe
SHARE YOUR STORY

American Associations Week 2020
June 15-18

Your Story is Powerful and Supports the Entire Community

Tell It!

Resources at ThePowerofA.org