2012 PRSA International Conference
Summary of Core Content

Friendraising: Quantifying the Value of Relationships

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As professional public relations practitioners in the 21st century, we know that public relations is far more than just media relations. Relationship building is now a primary means to achieving PR program objectives in the public affairs and issues management areas, especially so given the focus on engagement in today's digital age. Measuring the results of effective relationship building goes beyond the familiar media impressions, article counts and message penetration often used for measuring media outputs. Despite the often fuzzy and intangible outcomes of relationships, there is still a need for accountability and documentation of results.

This was the challenge when the Strategies to Overcome and Prevent (STOP) Obesity Alliance - a diverse coalition of stakeholders brought together to stop, think and change how we think about obesity - sought to demonstrate success in furthering its mission by measuring the engagement of their multi-layer membership. The Alliance wanted to understand the depth of the relationships they had forged, provide a benchmark to measure against in the future, demonstrate progress toward their goals, and sustain and create opportunities for funding.

This presentation will use the STOP Obesity Alliance as a case study to introduce the **M**easuring **E**ngagement and **T**racking **I**nfluencer **C**ommunications [METRIC] Model. Winner of two prestigious industry awards, the METRIC Model has been used successfully by the Alliance to quantify the achievements of its member relationships. The presentation will go step-by-step through how to setup and apply the model, customize it for specific scenarios and use the learnings to inform future strategies. Specifically, the session will review how to identify the criteria for assessment, assign values, track activities, visualize and report results, and apply to program planning.