

Our Client:

ChamberRVA, the Richmond region chamber of commerce, came to Muster with the goal of boosting its advocacy program with online initiatives for the first time. Before using Muster, ChamberRVA pursued its policy agenda by engaging in traditional government relations and sending emails to members encouraging them to reach out and contact legislators. Without an automated advocacy system, chamber staff were unable to know which members contacted lawmakers - or even verify that members took action at all.

The Results:

During the first legislative session that ChamberRVA utilized Muster, the government affairs team mobilized their membership around a budget issue and support for a series of bills. ChamberRVA sent multiple Action Alerts to its stakeholders, resulting in timely emails to state level legislators on committees where the matters were pending.

Due to Muster's ease-of-use, ChamberRVA sent more advocacy messaging to its membership than ever before, resulting in increased visibility in legislative circles and empowering members to support chamber policy platform in a new, meaningful way.



Assemble

Prompt your members to take action on important issues



Advocate

Launch an action center for your contacts to easily communicate with elected officials



Analyze

Track comprehensive analytics for letters, emails, and phone calls



“Muster’s advocacy software made it very easy for me to initiate advocacy efforts on specific issues. Our members indicated it only took them a few minutes to understand an issue and make contact with elected officials about it. The simplicity and design of the system makes it much easier to get our members in advocacy.”

- John Easter, Sr. V.P., Government & Community Affairs,
Greater Richmond Chamber of Commerce