

**Here's a quick demo of
what you can do with our
new Advocacy Summary
Report.**

Access the Advocacy Summary Report in your menu under Alert > Summary.

Close



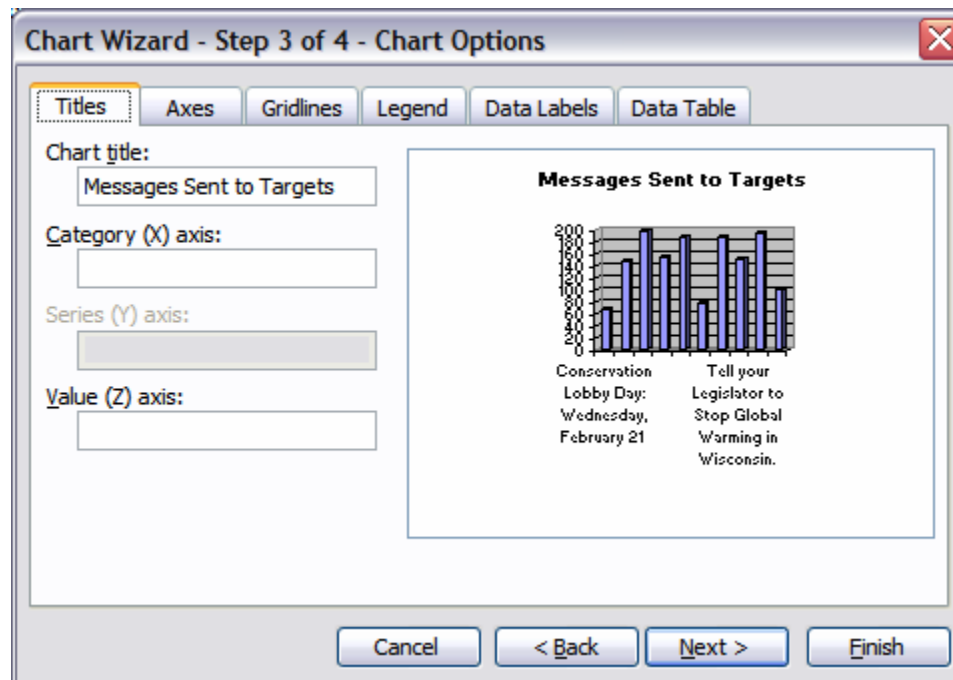
Summary Report for 2007

Report Date: 12/31/2007

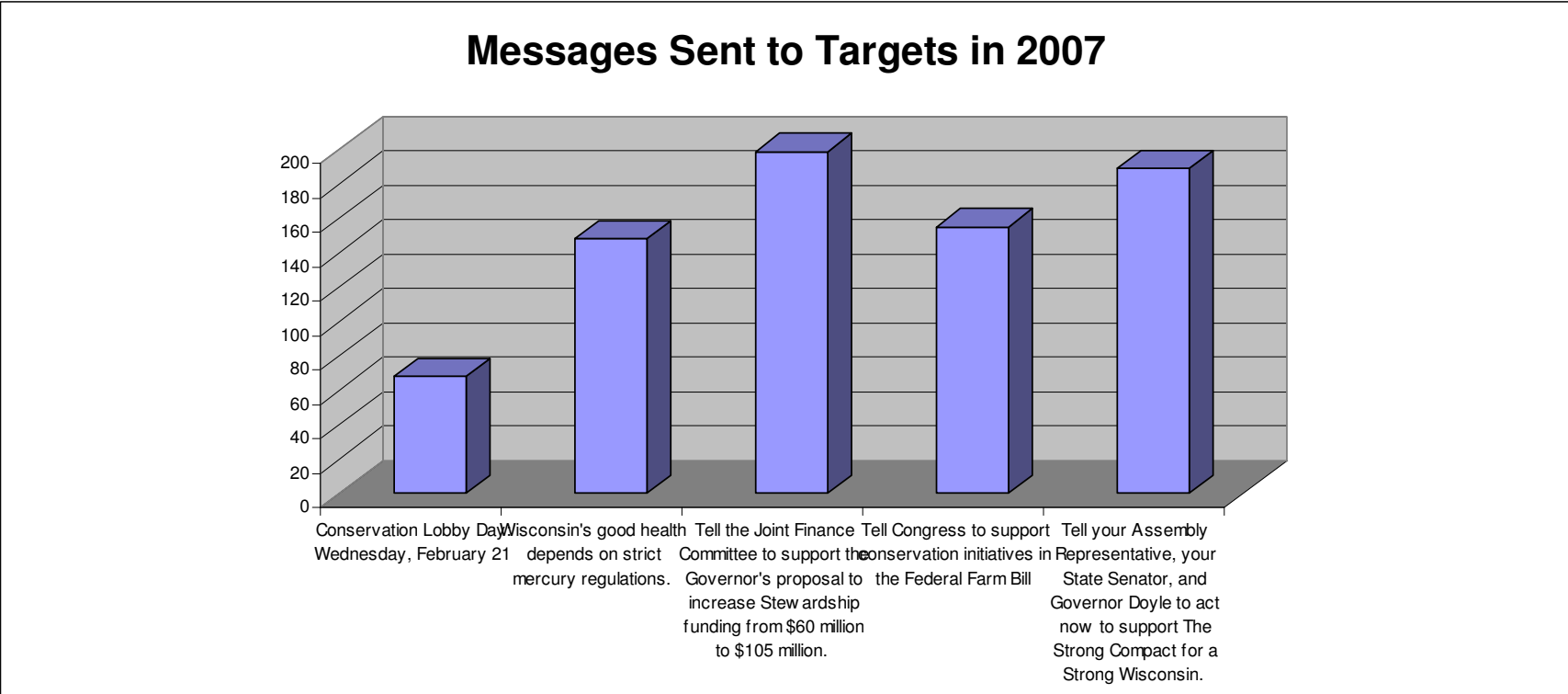
Alert	Activation	Expiration	Targets	Sent	Bounced	% Bounced	Opened	% Opened	Took Action	% Took Action	Edited Msg	% Edited Msg	Sent to Target	% Sent to Target	Told Friends	% Told Friends	Friends Told	TAF Signups	Other Signups	Unsubs	% Unsubs
Conservation Lobby Day: Wednesday, February 21	2/2/2007	2/16/2007	Your State Senator, Your State Representative, Wisconsin InterNetwork	3,201	na	na	na	na	79	2.5%	16	0.5%	68	2.1%	2	0.1%	0	0	1	10	0.3%
Wisconsin's good health depends on strict mercury regulations.	5/11/2007	6/11/2007	Laurie Ross	3,142	na	na	na	na	177	5.6%	29	0.9%	148	4.7%	23	0.7%	0	1	4	12	0.4%
Tell the Joint Finance Committee to support the Governor's proposal to increase Stewardship funding from \$60 million to \$105 million.	6/1/2007	6/6/2007	Your State Senator, Your State Representative, Senator Russell S. Decker, Representative Kitty Rhoades	2,894	na	na	na	na	203	7.0%	46	1.6%	199	6.9%	34	1.2%	0	0	0	5	0.2%
Tell Congress to support conservation initiatives in the Federal Farm Bill	6/19/2007	8/1/2007	Your U.S. Senator, Your U.S. Representative	4,893	na	na	na	na	179	3.7%	24	0.5%	155	3.2%	24	0.5%	0	0	0	7	0.1%
There is no place for politics in natural resources!	8/30/2007	9/12/2007	Governor, Adrienne N Roach	4,410	na	na	na	na	233	5.3%	32	0.7%	196	4.4%	8	0.2%	0	0	0	7	0.2%
Tell Your Legislators You Don't Want Coal in Your Stocking!	12/18/2007	1/1/2008	Governor, Your State Senator, Your State Representative	4,080	112	2.7%	537	13.2%	284	7.0%	17	0.4%	100	2.5%	2	0.0%	14	0	2	14	0.3%
Totals:				40,433	112	0.0%	537	1.3%	1,825	4.5%	287	0.7%	1,474	3.6%	116	0.3%	14	1	21	102	0.3%

Done

Then create a chart or graph depicting the data...it's easy to do, and very impressive to your coworkers and board!



This example visually shows which issues had the highest number of responses in 2007.



**Learn more about getting
the most from our
Advocacy Module. We're
offering a free training
session on January 23.**

[Register for training](#)