

## The Power of A

There are nearly 64,000 trade and professional associations in the U.S., representing literally every industry, profession and interest that one can name.

Associations make significant daily contributions to American life. They are an essential part of our national, state, and local economies. They create jobs in every state. Beyond their economic impact, however, are vital roles in educating the nation's workforce, and developing voluntary industry standards to keep families safe. They are shining examples of inclusion and civil discourse, illustrating how America works best when we work together. To help associations tell the story of how they strengthen America and the world, ASAE created The Power of A.

### What is The Power of A?

The Power of A was created in 2009 as a campaign to educate the presidential administration and Congress about associations, their role in society, and the expertise they lend to the policymaking process. Since its formation, however, The Power of A has become an industry-wide brand and messaging platform and rally cry for associations to communicate their value to all outside audiences, not just policymakers. The long-term goal of The Power of A is to ensure a deeper understanding of what associations do, not just for the industries and professions they represent, but to improve society and our quality of life. The Power of A is also used by ASAE to position the association community as subject-matter experts who can meaningfully contribute to challenges we face in America and the world.

### Dual audiences

The Power of A has both external and internal audiences. External messaging is aimed at policymakers, the media and other opinion leaders, while the internal messaging is aimed at engaging other association leaders in a mutually beneficial campaign to raise awareness of our profession and our community's value.

### Power of A recognition

The Power of A program includes a recognition component, [The Power of A Awards](#), to celebrate the extraordinary programs and initiatives undertaken by associations worldwide to enrich lives, advance the industries or professions they represent, kickstart innovation and improve world conditions. The awards program provides several tiers of recognition, culminating in the selection of Summit Award winners each year. Top winners are celebrated in ASAE's annual Summit Awards, which is being held virtually this year on Sept. 30, 2020.

### Other programs and resources

ASAE conducts much of its own advocacy outreach under The Power of A banner, including American Associations Day (ASAE's annual legislative fly-in), Alliance Forum Speakers Series (which brings association professionals together with members of Congress and other opinion leaders) and periodic issue briefings throughout each year. The [Power of A website](#) includes research, videos, presentations, issue updates and other materials that associations can use to help tell their own story and how they fit into the larger association sector.