

## Our Client:

The Home Building Association of Richmond (HBAR) came to Muster with the goal of implementing a digital grassroots solution to supplement their strong in-house lobbying team. Before using Muster, HBAR involved its membership in lobbying activities by emailing and calling a small group of stakeholders and requesting their participation. The association had a goal of expansive member participation in advocacy, and Muster helped them see it through.

## The Results:

For nearly two years, the government affairs team at HBAR worked on a specific piece of legislation affecting the homebuilding industry. The team crafted a critical bill that ultimately passed through the General Assembly and was signed into law. HBAR's Director of Government Affairs supplemented his active lobbying efforts with Muster's online advocacy tools. Muster allowed HBAR to demonstrate to policymakers that this legislation affected many professionals of all levels involved in the home building industry.



### **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



*"We were able to efficiently mobilize members of the residential building and land development industry across the state to contact their legislators supporting a key piece of legislation. Hearing from constituents and businesses in their districts played a large role in the ultimate passage of the legislation."*

**— Andrew Clark, Director of Government Affairs  
and Member Services, HBAR**