Interest groups are large numbers of citizens who join together to advance a common interest or goal. They attempt to advance their cause by targeting national-level policy-making institutions. The American Association of Retired Persons (AARP) is one of the largest and strongest interest groups in the United States. They often focus their attention on the legislative body, Congress, as they are easy to target because they are elected officials who are expected to meet the needs of their constituents. The number of older Americans that participate in elections by voting is much higher than that of any other age group. This makes them a powerful force when dealing with their representatives. They can use the threat of the vote when bargaining for their needs and wants. Most representatives, with the desire for reelection, would not want to go against the large body of the AARP.

The AARP is a successful interest group because so many elderly people have large amounts of discretionary funds. This enables the AARP to develop a powerful PAC. With the strength of a wealthy PAC, the group can provide monetary support for those who agree to further their cause while at the same time withholding funds from those who do not. The power of money is the power to influence. The AARP can influence Congress with its power of the purse.
The AARP also has the ability to put a lot of time into their campaigning of Congress for their needs. Retired people often have large amounts of free time (in addition to their discretionary funds) with this time the members can focus on grassroots campaigning. They can write letters and make phone calls at enormously high rates. In addition to the letters and calls, retired people's time can also be spent on trips to speak directly with their congressmen and women or their staff. Through this kind of commitment, changes can be made because the message has reached the legislators.

Through high voter turnout, the use of discretionary funds to create PACs, and the use of time for grassroots campaigning of important issues the AARP has earned the nickname the "Gray Panthers" and become one of the most successful interest group in the U.S. Most legislators would not want to go against this group's objectives if they wanted to remain in office. For these reasons the AARP has been extremely successful in meeting its policy objectives. This can be clearly seen in the recent attention that has been given to Social Security and Health Care Reform by Congress.
Most interest groups desire to promote their interests. In a national level, American Association of Retired Persons (AARP) is not the exception. In this particular interest, they hope to gain more benefit for the growing population in America.

a) AARP would target particularly at the social welfare or social security institution. In addition, they might

b) Due to the rapid growth of senior population in America,

to growing population had become an important constituent

in the nation. They see the leaders of AARP would most

likely contacted some of subcommittee in Congress which

dealing with social policies. AARP post is able to provide

the precise research to the subcommittee about the

policies that AARP attempted to achieve.

c) It is very likely that AARP would have financial

support from PAC, the aims of the interest groups.

PAC could donate the campaign for those members on the

committee who push the legislation forward. Apparently, the

iron triangle (subcommittees in Congress, bureaucracy,

and interest group) would play the dominate role in this

policy promotion.

Letty their interest in subcommittees of Congress.
National interest groups are always looking for a way to achieve their policy objectives. Through contacts in the Federal bureaucracy and Congress, members of interest groups hope to influence their decisions on aiding bills, creating and passing bills. The National Association of Manufacturers (NAM) relies heavily upon Department of Commerce to help ensure free trade and ‘Continue Congress’ support of this concept.

The National Association of Manufacturers pushes for business regulations and free trade agreements in order to maintain good business and relations. Since the Department of Commerce deals with trade and business regulations, they figure these issues are of importance. Together, they attempt to keep Congress on the side of fair regulations.

Through lobbying with Congressmen, interest groups attempt to influence policy-making by possibly offering supplying campaign funds. Through ‘funding a candidate’s re-election campaign’, interest groups hope to possibly influence a member’s vote on a relevant issue or bill.

The National Association of Manufacturers and other interest groups as well, target national-level policymaking
Institutions to achieve their policy objectives and goals. Lobbying and forming iron triangles are common resources to target and influence policy-making.