Effective Advocacy: Connecting with Policymakers

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Engaging with Policymakers

off the mark.com

C’MON, SENATOR... SUPPORT THIS BILL... I’LL BE YOUR BEST FRIEND...

TOM ADJUSTS TO HIS CAREER CHANGE FROM KINDERGARTEN TEACHER TO LOBBYIST.
What’s the Goal?

- To Teach
- To Persuade
- To Defend

To ensure Federal and State government decision-makers and policy influentials are “on your side” with respect to issues of important to your organization.
Know Your Audience! by Eric Perlin

This next joke will kill ya! There was a giant cow who was so stupid,...

How stupid was she?
Be Prepared: Do your homework

- Understand the process
- Know **exactly** what you want
- Back it up with facts
- Become familiar with opposition position
- Consider the political implications
Effectively Communicate It

“Talk is cheap because the supply exceeds the demand.”

~Anonymous

- Focus on a single issue
- Tell a compelling story – briefly
- Know your facts, and simply articulate them
- Personalize the message
- Anticipate questions
What Works

- Be polite
- Provide succinct briefing materials
- Jobs, jobs, jobs
- Build and preserve your credibility
- Be persistent, and follow-up

What Doesn’t

- Presenting one-sided views
- Speaking in code
- “Know-it-all” attitudes
- Bad timing
Always Include an “Ask”

Congressman, please support …

Senator, we would appreciate if you vote against…
Give Credit Where Credit Is Due

AAPA applauds Chairman Mica’s vision for comprehensive transportation policy and legislation...
THANK YOU

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