



Cincinnati

Impactful Advocacy

Who should I talk to?



Agenda

- Power-Mapping
- Community/Coalitions
- Lawmakers/Regulators
- Meeting – Prep and Execution



Power-Mapping

Finding and Building Connections

Who has power? Who are key decision-makers?

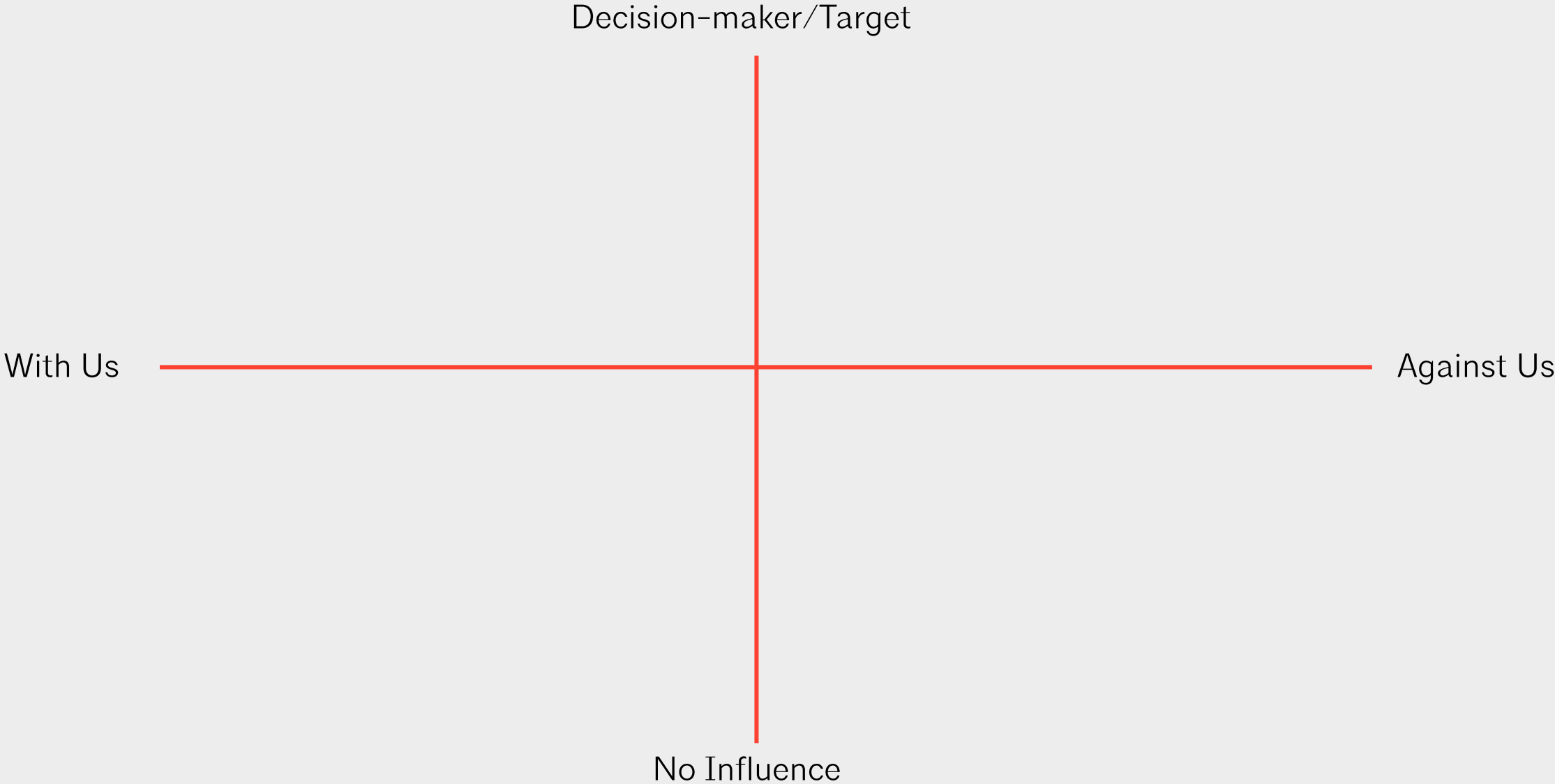
- In the community
- In the legislature
- On regulatory boards
- On city council

What/who influences them?

Who in the community is affected by the issue?



POWER-MAPPING



Community/Coalitions

FINDING YOUR PEOPLE



Find organizations that are already working on the issue.

Research previous work and actions.

Who's running the campaign(s)?

Where do you agree/disagree?

- Are disagreements non-starters? (What can/can't you live with?)

Talk to colleagues.

- subject-matter experts?

Lawmakers/Regulators

FIND YOUR CHAMPIONS



FIND THE RIGHT STAFF



Call the office and ask.

Look online.

HAVE A GREAT MEETING



Before the meeting

Be well-prepared.

Practice your pitch.

Send information.

During the meeting

Be brief.

Be clear about your ask.

Be respectful.

After the meeting

Send a 'thank you'

Follow-up with answers to questions.

Stay in touch.

Questions?