

## **Principles of Working with Policy Makers**

1. Decide what you want as your outcome.
2. Articulate a crisp message with a specific request/questions.
3. Research the policy makers capabilities.
4. Know the timeline and process of policy development .
5. Find a vehicle; a tragic event, a report, etc.
6. Bring good background materials so you can get to the issues .
7. Determine a strategy/risk assessment: should you attack the issue in whole or on phases.
8. Identify and perhaps name the opposition, obstacles, etc.
9. Decide your broad strategy and let the policy maker know.
10. Connect to the policy makers interests.
11. Use policy makers concepts and language.
12. Share or give credit with the policy maker.
13. Strategize about when you should employ the media.