
Communicating with Policy-makers

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Advancing Social Change for Nonprofits Worldwide

Understanding the rules

www.rwjfadvocacyguidelines.org

User ID: rwjfuse

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Goals for today's session

Why?

Crafting a message

Choosing a path

Getting started

What's in it for you?

- The opportunity to **inform** the policy process – maybe influence it
- The freedom to **share** knowledge with the public – through their governments
- The knowledge that what's learned from researchers can genuinely **improve** quality of life
- Learn how to shape your research with policy in mind.

What's in it for the policymaker?

- New information to inform sound decisions and the best possible policy
 - Outside, impartial expertise free of “politics”
 - Technical expertise likely greater than that which can be found within government
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Crafting a Message

- A good message
- Delivering your message

A good message...

- Is factually accurate but goes beyond the findings
- Answers the question: Who cares and why?
- Gives the big picture by providing context, a sense of urgency, and/or possible next steps
- May reflect not just one study but a whole body of research; is not necessarily time-sensitive

Delivering your message

- Speak simply and clearly
- Obsess about accuracy, but let go of precision
- Know your audience
- Clear desired action, AKA “the Ask”

Choosing a Path

- Direct Engagement with Policy-makers
- Indirect Engagement & Advocacy Organizations
- Media

Choosing a Path

Path	Pros	Cons
Direct Engagement	Greater Control Over Message	Time Consuming & Involved Process
Indirect/Advocacy	Wider Reach, Less Time	No Direct Involvement Necessarily
Media	Massive Reach	No Control

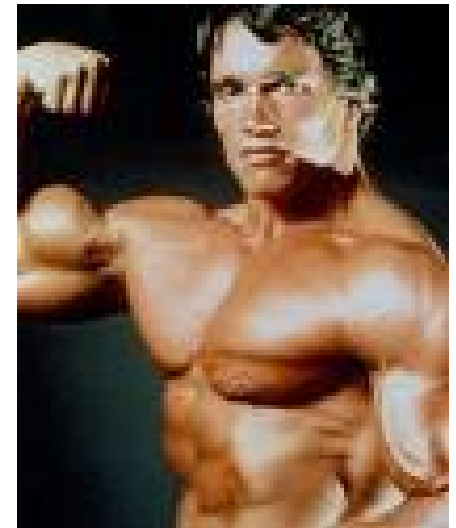
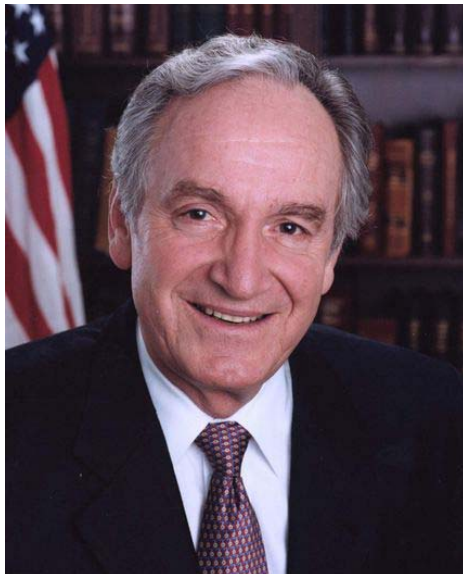
Getting started

- The 4 “Knows”

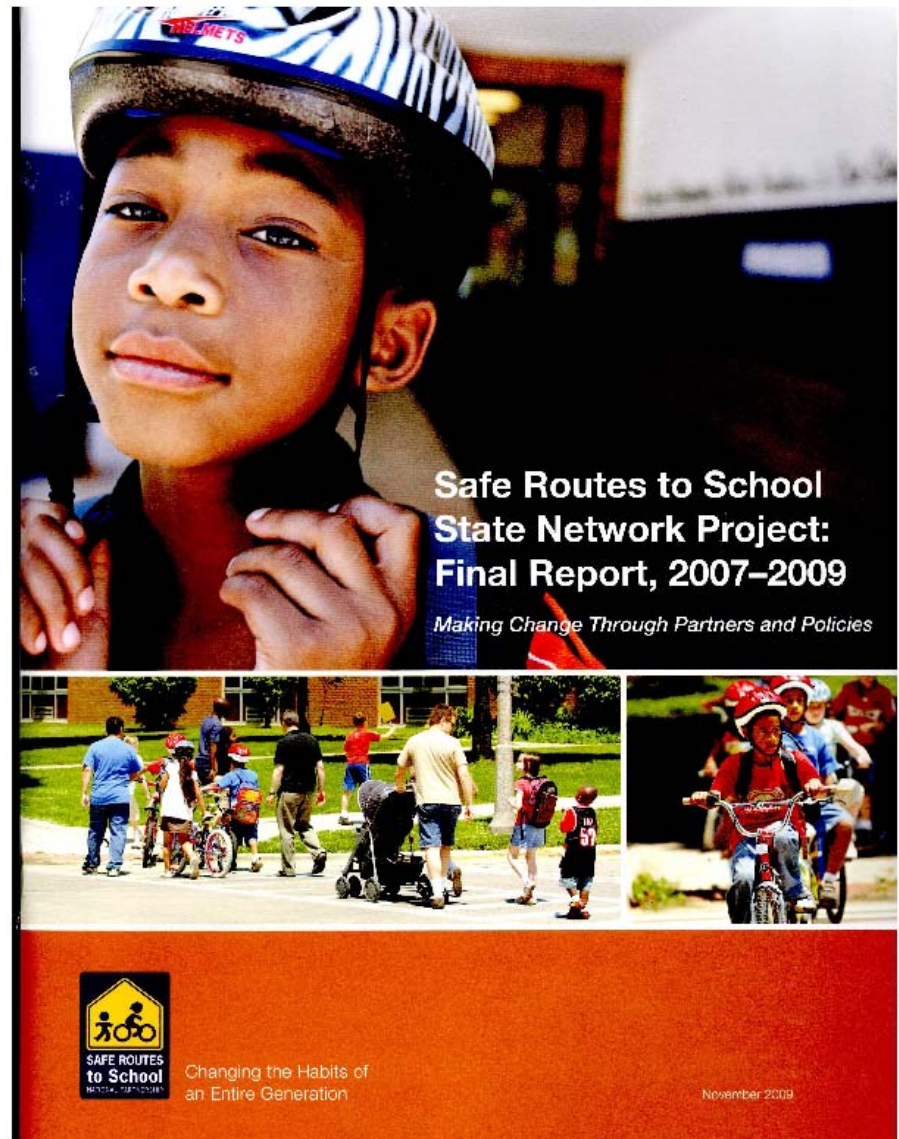
The 4 “Knows”

- Know your audience
- Know the calendar, and look for opportunities
- Know what stuff to bring
- Know your ask

Know Your Policy-maker



Know what
to bring



Getting started

Know Your Ask



Getting started