

Provide an overview of the policy change you are pursuing:

→ What parts of America's New Business Plan do you plan to pursue?

→ Can you write a 3-4 sentence summary of the change you will pursue?

Once you understand what the focus of your advocacy efforts will be, the next thing to do is to figure out the specific steps needed to achieve your goal.

→ What body of government has jurisdiction/is most relevant to your goal?

- Local State Federal

→ Who within that body of government can work with you on the policy you've identified as your goal?

→ What is the process policy proposals within this body are considered and acted upon?

→ Are there committees or other subgroups that evaluate proposals?

The legislative or regulatory process will often shed light on key decision-makers who need to be engaged in order to advance your policy goal.

→ Which policymakers do think are critical to the success of your efforts?

There might also be timing considerations to make when determining the sequencing of when you should try to advance your policy goal. Each body of government maintains a public calendar on its website.

→ After reviewing the calendar, are there certain windows of time in which new ideas are considered?

It's also helpful to create a plan that ensures policymakers are hearing from multiple voices on a specific issue – and to think about the people in your networks you can mobilize with a specific eye toward individuals who will have the most influence over the decisionmakers outlined above.

→ What is your plan to engage key influencers in the process?

→ What do you anticipate will be your biggest challenges?

→ What resources and relationships do you have that could help you overcome these challenges?
