

April 10, 2024



Public Affairs
Council

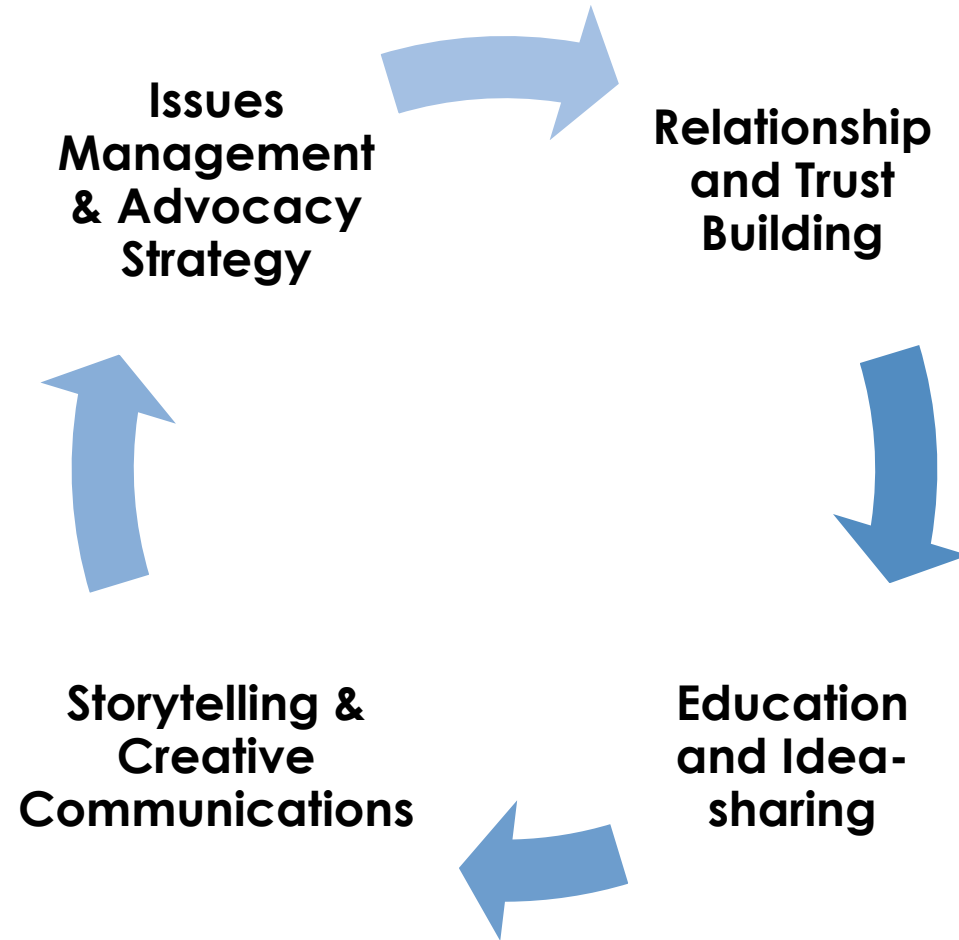
EXPANDING YOUR STAKEHOLDER BASE

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Agenda

- Intro to Stakeholder Relationships
- Building the Foundation
- Establishing a Web of Influence
- Sustaining Relationships with Advocates
- Revisiting Goals

Stakeholder Engagement 101



Starting Point

- Purpose of the policy or campaign?
- Intended impact?
- Current champions?
- **Ideal champions?**
- **Breakthrough?**
- Ability to build?

Building the Foundation

- **Relevant Metrics**

- Financial Impact - Ex. If passed, “x” bill will generate “y” for “z” community
- Societal Impact - Ex. If passed, “x” bill will provide “y” resources for “z” community

- **Key Actors**

- Community Leaders, Community Members, Influencers, Lawmakers, Nonprofits, Trade Associations, Internal voices

- **Communications**

- Social Media – social monitoring and digital advocacy
- Current Resources – Issue papers, slide decks, website, org. social media

Diversifying Your Base: Establishing a Web of Influence

- **Community Outreach**

- Ex. In-District Events, Community Meetings & Events

- **Third-party organizations**

- Ex. Urban Alliance, Congressional Black Caucus Foundation, Congressional Hispanic Leadership Institute

- **Lawmakers**

- Unique champions – ex. congressional freshman, caucus leadership, local leadership

- **Internal Champions**

- Ex. Employee Resource Groups

Making The Ask

- **Compelling Communications**

- Meet people on **their platform**
- Meet people in **their community**
- Build relationships with **their legislative representatives**
- Highlight influencers that impact **their lives**

- **Consistent Communications**

- Develop a timeline for stakeholder communications and engagement
- Revisit your relationship management goals, often, to make sure they align with your current work
- Revisit your communications strategy often

Centering Education

- **Common Ground**

- Why should people care?
- What are they set to gain or lose?
- Where is the “finish line?”

- **Resources**

- Virtual advocacy trainings
- In-person activations
- Social Media activations

Growing Relationships with Stakeholders

- Understanding Difference
 - Alignment on shared challenges and goals
 - Volunteerism and time invested by internal staff
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 - Alignment on shared challenges and goals
 - Volunteerism and time invested by internal staff

Achieving Results

- **Communications**
 - Videos
 - Press Releases & Op-eds
 - Social Media
- **Advocacy Champions / Legislative Victories**
 - Fly-ins
 - Bill Sponsorship (ex. leadership or committee chairs)
 - Passing a Bill
- **Community Awareness**
 - Event Participation
 - Community Recognition

Grassroots Success Story: Non-traditional partners



Legislative Advocacy Story: Boys and Girls Club



Key Takeaways

- **Stakeholders are partners**
 - Leverage passion and align on priorities
 - Manage expectations
 - Anticipate roadblocks
- **Highlight Success Stories**
 - Small wins are wins; people want to feel heard and recognized
 - Maintain connection outside of campaigns
- **Communications**
 - Storytelling should be authentic
 - Storytelling should be consistent
 - Storytelling should be compelling

Thank You!



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