A GUIDE TO AN EFFECTIVE REGULATORY ADVOCACY STRATEGY

THORN RUN PARTNERS

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REDEFINING THE ART OF ADVOCACY.

SIX CORE PILLARS OF IMPLEMENTATION

1. Targeting Decision-Makers
2. Message Crafting
3. Monitoring and Analysis
4. Stakeholder Engagement
5. Participation in Rulemaking
6. Evaluation and Strategic Flexibility

1 TARGETING DECISION-MAKERS

Regulatory outcomes are shaped by a network of actors:

- Political leadership
- Career staff
- Legal counsel
- Economists and technical experts
- Congressional overseers
- External advisory committees

Identify who actually shapes the outcome.

2 MESSAGE CRAFTING

Three components of an effective message:

1. Clarity
2. Evidence
3. Alignment with agency

Regulators are not persuaded by volume. They are persuaded by clarity, credibility, and relevance.

3 MONITORING & ANALYSIS

Systems should be established to monitor:

- Regulatory agendas
- Notices of proposed rulemakings (NPRMs)
- Requests for information (RFIs)
- Guidance documents
- Enforcement trends

Monitoring must also be paired with analysis on timing.

If you engage too late—after positions are hardened—you're unlikely to change outcomes.

4 ENGAGING STAKEHOLDERS

Regulatory advocacy is rarely effective in isolation.

- Coordinated stakeholder engagement is essential.
- Two key tools support this work: Coalitions & advocate networks.

Engagement efforts are most effective when grounded in clear, consistent messaging that is strategically aligned and internally coordinated.

5 ENGAGING IN RULEMAKING

The notice-and-comment process is the legal foundation for regulatory decision making.

Best practices for engagement:

1. Be substantive
2. Be structured
3. Build a record
4. Coordinate messaging

Your comments can shape the final rule, if done well.

6 EVALUATION & STRATEGY FLEXIBILITY

After engagement, an effective strategy requires:

- Evaluation
- Adaptation
- Continuous engagement
- Flexibility

As regulatory environments evolve, your strategy should evolve accordingly.

The most effective advocates are not just persistent — they are adaptive.

Questions ?