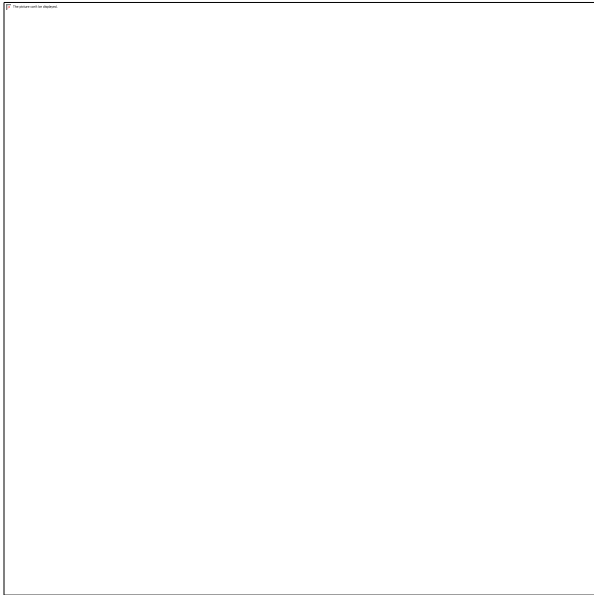




Coordinating Across Local, State, and Federal Lobbying Teams

Public Affairs Council

Presented by: Natalie Brathwaite





Objectives

- ▶ Why multi-level advocacy matters
- ▶ Structuring GR organizations
- ▶ Benefits - Integrating State and Federal Strategies
- ▶ Tactics- How to operationalize your Government Relations Function

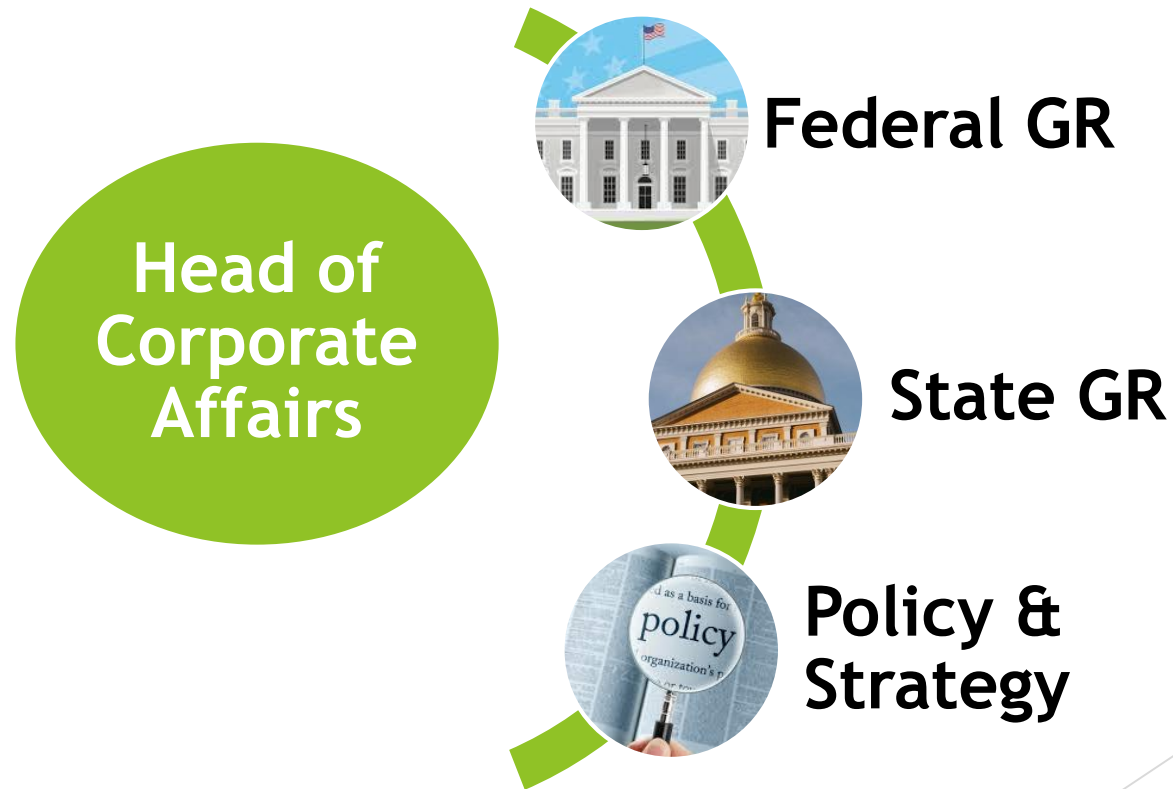
▫ Why Multi-Level Advocacy Matters

Federal laws
impact local
operations

States
influence
national policy

Misalignment
creates risk

Examples of GR Organizational Structure



Benefits- Integrating State and Federal Strategies

- ▶ Regulatory fragmentation
- ▶ Coordinate on messaging/ consistent messaging-
- ▶ Expand relationships networks.
- ▶ Early identification of policy risks and opportunities
- ▶ Broader strategic influence
- ▶ Increase value ROI of GR function to the business

⚙️ Tactics- How to Operationalize your Government Relations Function

- ▶ Establish a federal/state liaison
- ▶ Internal Team Alignment
- ▶ Tracking mechanisms
- ▶ Prioritize issues and coordinate messaging
- ▶ Stakeholder mapping

✓ Key Takeaways

- ▶ Alignment across levels is a strategic advantage
- ▶ Integrated GR reduces risk and increases influence
- ▶ Coordination drives stronger ROI
- ▶ Operational discipline is critical