

# Coordinating Across Your Local, State, and Federal Lobbying Teams

## *Case Studies, Lessons Learned, and Best Practices*

- Wins
- Gaps Hindering Success
- Best Practices for Effective Communication
- Adjusting Strategies During Times of Stress or Crisis

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## Case Studies & Lessons Learned - Wins

***Utilizing in-house resources, keeping communication lines wide open, while leveraging consistent messaging and positioning***

- State/Federal recycling initiatives
- State-level visits
- Navigating a department loss and leadership change

# Gaps That Hindered Success

***Learning from mistakes without making them yourself!***

- Positioning without consulting
- Reinventing the wheel
- Constituent services & lack of federal coordination

# Effective Communication

***Maintaining strong, regular, and impromptu communication and building a good relationship.***

- Regular touchpoints
- Stopping by offices (virtually or in-person)
- Doing team outings that are actually fun

# Adjusting Strategies During Times of Stress or Crisis

***Offering support when it's needed; being flexible and being present.***

- Stepping in and stepping up when needed
- Being available, present, and on standby
- Leveraging skillsets and networks where they're needed
- Maintaining communication, while being flexible

# Questions?

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# THANK YOU

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