

On The Circuit: Assessing Your State and Local Groups Participation

Planning Visits to State Capitols

**Public Affairs Council
State & Local Government Relations Conference**

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Overview: Working with Groups

- **What Are “Groups?”**
- **Why Work with Them?**
- **Targeting Groups for Your Program**
- **Planning for Success**



What are “Groups?”

Types of Groups

- National
- Regional
- Local
- Partisan/Political
- Leadership
- Issue-Focused

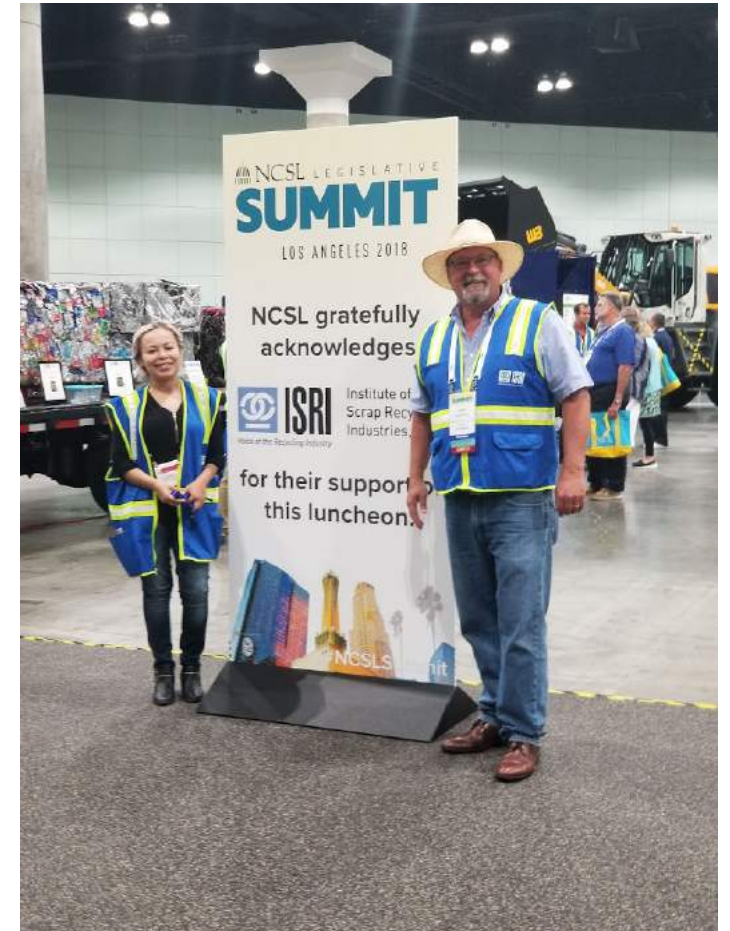




Why Work with these Groups?

Why Work with Groups?

- Raising Awareness
- Build Relationships and Develop Champions
- Enact or Kill Policy Ideas
- Support Federal Efforts
- Gather Information and Perspective
- Build a Support Network



Threshold Questions:

Does My Participation Map Back to My Retail Priorities?

What is Your Desired ROI?



Targeting Groups for Your Program

Targeting Groups

- Purpose
- Participants
- Process
- Programs and Panels
- Policies
- And Relationships!



Targeting Groups:

- Does Participation Advance My Mission or Objectives?
- Who Participates?
- Can You Participate?
- Programs and Their Benefits (to You)
- Policy-Making Forum or Information Clearinghouse
- Policy or Political Group
- Leadership
- Value of Relationships
- Value of Policymaking
- Sources of Funding
- Reputation and Influence





Planning for Success

Planning for Success

- **Agenda**
- **Policies**
- **Internal “Sales”**
- **Pre-Registration List**
- **Reservations**
- **Just Ask**
- **Follow-up**
- **Continuity of Participation**





Planning Visits to State Capitols

Planning Visits to State Capitols

When is it time for a field trip to the Capitol?

- **Consider Your Organization's Structure**
- **Grassroots Objectives**
 - Advocacy Development/Awareness
 - Specific policy goals
- **Consulting or Lobbying?**
- **Cost-Benefit Analysis**
- **Time Management Concerns**



The Changing Landscape...

- The (Enduring) Rise of 527 Groups
- Plight of the Traditional, Policy-Oriented Groups
- Premium Participation Opportunities
- Ethics and Lobbying Rules
- “I’m from DC and I’m here to help...”
- Elections, Turnover and Further Polarization of Elected Officials

Questions?

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