



People Move Business and Policy.  
**WE MOVE PEOPLE.**



# Engaging Advocates and Influencers

## State & Local Public Policy and Regulatory Advocacy

# Where We Work

Building and executing integrated communication strategies that connect clients and their target audiences to impact business, legislative and regulatory outcomes.

- Fortune 100 companies
- National, state and local advocacy organizations
- Local non-profits
- Trade associations



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# Overview

- Unique to state and local – leveraging relationships, breaking barriers
- Message and narrative development
- Precision and communication: project audit and planning
- Stakeholder buy-in
- Written activation, engagement and influencer plan
- Layered communication strategies to meet budget realities
- Regular communication and assessment
- Case studies



Decision makers are more suspect and advocates/allies more savvy today than ever before.

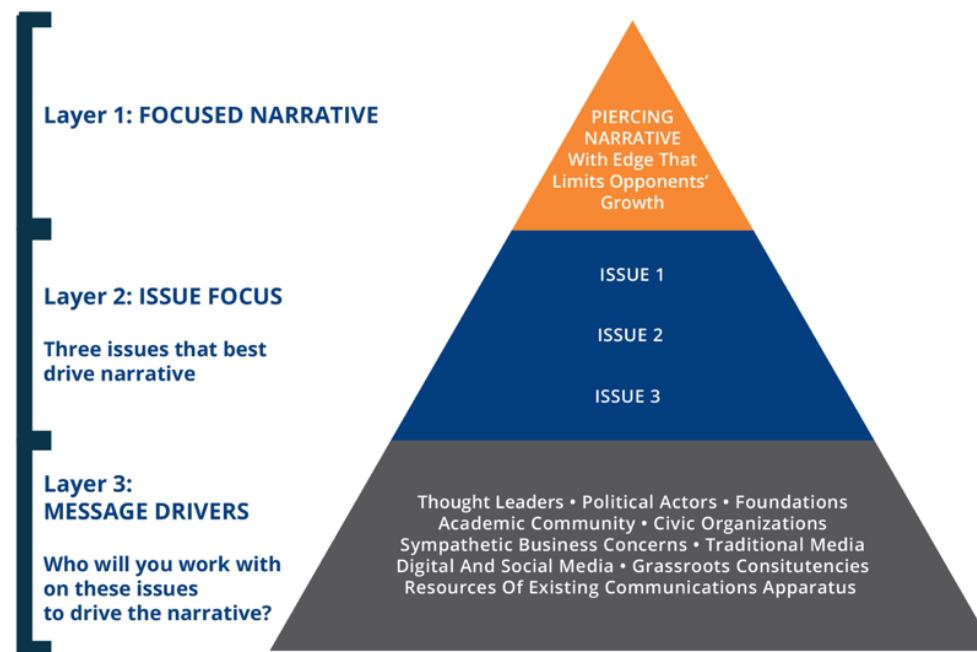
Meaningful, early, layered communication must be a part of any successful advocacy program.



# Key Considerations

- Know your audience
- Have data
- Prioritize message and narrative
- Compelling creative
- Diversity
- Consistency
- Layer tactics to use resources most efficiently and effectively
- People, time or money
- ACCOUNTABILITY

# The Narrative Pyramid



# Identifying Impactful Influencers

- Know who and what typically influences decision-makers
- Leadership and team relationships
- Allied organizations
- Impacted organizations, associations, communities, etc.
- Allied decision-makers and elected officials
- Traditional and social media
- Business
- Donors
- Faith
- Develop coalitions? New organization?



# The Audit – A Surgical Approach

- Project intake document
- Internal research, strategy planning, message development
- Collaboration with other team members
- Relationship mapping
- Deep dive with client/leadership – white board on message

# Written Activation/Engagement/Influencer Plan

- Goals
- Align expectations
- Leadership and team responsibilities
- Stakeholder, influencer and relationship mapping
- Media outlets
- Earned and paid media
- Budget
- Milestones
- Outline
- Assessment



# Case Studies

# Statewide Trade Association

## GOALS

- Validate industry
- Protect against new, harmful regulation
- Educate patients and providers
- Market growth
- Humanize Members of Association

## ISSUES / CHALLENGES

- Legislative fight all encompassing
- New organization
- Low budget
- Contentious issue, racial issues
- Litigation
- Uneducated legislators with varying alliances and motivations
- Overwhelmed and emotional clients
- Some inexperienced Board Members

# Statewide Trade Association

## **SOLUTIONS**

- Identified ways to be most compelling with one or two paid tactics while promoting the organizations and issue organically
- Set ground rules
- Early buy-in from Association Board
- Used emotional appeals
- Story collection (1-800)
- Earned media events
- Member Days
- Leverage Association relationships – mapping
- Understand opposition motivations – identify unique solutions
- Inexpensive tactics to grow market and be a resource

# Developer - Regulatory

## GOALS

- Council passage of largest TIF in state
- Educate residents and media on TIF
- Educate patients and providers
- Market growth
- Humanize Members of Association

## ISSUES / CHALLENGES

- Entrenched TIF opposition
- More than 20 public hearings in long entitlement process – supporter fatigue
- More than 15 consultant and 20 internal staff and leaders on the team



# Developer - Regulatory

## SOLUTIONS

- Immediate buy-in from leadership and consultant team on strategies, tactics and budget
- Developed active coalition of proximate community leaders, faith, etc.
- Leaders attended hundreds of community and one-on-one meetings
- Attended hundred of community meetings
- Creative video and collaterals explaining TIF
- Large-scale community canvasses – petition and letter collection
- Micro-canvasses for decision-makers and key colleagues
- Community surveys and individualized outreach to supporters
- Significant research on economic benefit
- Intense earned media program
- Hired community leaders to engage residents to attend more than twenty public hearings
- Targeted digital media
- Leveraged support of elected officials with their respective communities





# Questions?

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