

# **Building an Effective Government Relations Strategy for an Election Year**

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## Map your course

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- Set legislative goals with senior leadership as it relates to every level of government.
- Identify key policymakers who can effect those legislative initiatives.
- Create an interest between your company/organization and the policymaker.

# Manage Senior Leadership's Expectations

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- “All you need is 50 plus 1”
- No vote outcome is certain.
- Make sure you have all scenarios covered when approaching elected officials.

# Plan for the future

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- Don't stop building the relationship.
- How can you help?