

ADVOCACY TIPS & TRICKS



DO YOUR HOMEWORK

Get to know your MPP by researching them, their legislative role, their riding and their priorities. Connect this information to your ask to make it more personalized.



BE PREPARED TO WORK WITH THE MPP'S STAFF

Staff are often the ones prepping the MPP and conducting follow-up action, so we strongly suggest developing a positive working relationship with them and using them as a resource.



PLAN OUT YOUR INTERACTION

Determine in advance who is participating, keep your group small, develop your key messaging, assign speaking responsibilities and anticipate questions you may be asked and how you will address them.



STAY ON POINT

Whether in written or verbal communication, maintain focused attention on your priority to make the most of the opportunity.



AVOID JARGON

Remember that the official you're communicating with may not be an expert on the topic of focus. Be sure to explain things in a clear, concise and easy-to-understand manner.



DEMONSTRATE THE WIN-WIN

While you may disagree with the government's current policy, this is not a time to embarrass them. Rather, look to develop a collaborative relationship and demonstrate the win-win. Let the member know how your recommendation will both benefit and provide visibility to the government/intended audience.



ASK THEIR OPINION AND ADVICE

Encourage a two-way dialogue with your audience by seeking their opinion and advice. This helps to engage them and can provide fruitful ideas and other suggested contacts you may not have considered.



SHARE RESOURCES

Providing a leave-behind document or including links to information within your communication serves as a record of your key messages that can be referenced after the fact.



BUILD VISIBILITY

Snap a pic or screen shot of a meeting and tag your MPP in any social media posts. They appreciate the visibility!



CONDUCT NECESSARY FOLLOW UP

Be sure to follow up on any outstanding questions or commitments to provide further details. Sending a note of thanks following a meeting will set you apart. **Remember - this is not a standalone process. You're developing a relationship and want to be viewed as a valued and trusted stakeholder by keeping in touch.**