

UNIT
3.3

Engaging with Policymakers

MODULE
Building an
Advocacy
Campaign

FORMAT
Presentation

TIME REQUIRED
60 minutes

**MATERIALS
NEEDED**
Computer and screen
for sharing slides

Slide presentation with speaker notes. This session focuses on how to communicate and engage with policymakers, from making initial contact to planning and delivering a professional presentation, answering questions, and building a productive working relationship with a policymaker.

The presentation starts with a review of basic policy communication concepts and applying them to policymaker engagement, then transitions to how to prepare for a meeting with a policymaker. Most of the session is about how to deliver an effective and compelling policy presentation, including planning, preparation, tailoring and organization of content, slide design, delivery, and follow-up.

The session ends with a role play exercise, where participants pair up and play the role of either a policymaker or an advocate who is asking the policymaker to take a certain action.

KEY LEARNING CONCEPTS

- When to engage with policymakers
- How to prepare for meetings with policymakers
- Creating and delivering effective policy presentations

ASSOCIATED EXERCISE

- Role play (see slide 24, "Do the Work!"). Participants should work in pairs for this exercise. One individual will be the advocate in the role play, while the other will play the policymaker. The advocate will practice giving their pitch to the policymaker while the policymaker listens and asks questions, then the two participants will switch roles. Pairs should debrief after the activity and advise each other on what they thought went well and how they each might strengthen their approach. You may adjust timing as necessary, but we suggest allocating five minutes for participants to brainstorm and pair up, then five or ten minutes for each role play scenario, then five minutes for pairs to discuss what went well and areas for improvement. If you have time remaining, you may choose to bring all participants back together to discuss the exercise and what they felt was most difficult.

REQUIRED PREPARATION

- None