Tips for building support among policy champions
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Plan and Organize Your Strategy
Prioritize the relevance of legislators relating to getting your bill passed, and pursue them in order
- Procedural Supporters (relevant committees, leadership, etc)
- Regional Supporters
- Issue-Area Supporters
- Influential Supporters
- Cast a wide net from here on

Making a Connection
Once you have a meeting, make the most worthwhile connection with them you can. Remember that they have many meetings a day where they hear about various policy issues.
- Introduce yourself, make a professional connection to them, don’t just be someone purely presenting information
- Explain what is relevant to the issue, but also consider what else influences this legislator beyond whether it is a compelling issue
- Build and maintain your relationship with them; send follow up materials, find opportunities to continue being in touch over the course of your campaign

Make Asks & Move the Goalposts
- Make your ask, and if you get what you’re asking for, ask for the next thing you need
- If you purely present your case, even if you convince them, if you don’t make your ask then you’re assuming they’ll make the leap to taking action
- Asking somehow to help you actually has a psychological effect that builds loyalty between people
- Remember that your success is their success. If you can tell them "If you could do X thing for us that will help us being successful because..." you’re helping THEM succeed as well. If they have committed to supporting your bill, they want/need that bill to pass too

Build Upon Your Successes
Don’t just get what you need and leave it at that. Use your accomplishments to generate momentum and build more success.
- Examples: Announce a new supporter via a press release to generate media coverage; ask your new supporter to call a colleague to ask for their support; name drop your supporters in future meetings to show other targets what support there is for your bill; retain your engagement with your supporters so that it’s easier to call on them in the future for more help