

YES YOU CAN: GOVERNMENT RELATIONS ON A BUDGET



NB: Some of this awesome content was taken from the great book referenced at the end of this presentation. Be sure to check it out!

Government **RELATIONShips**



GR Definition...Sound Familiar?

- “GR is about educating elected and non-elected government representatives about the role your non-profit can play in ASSISTING THEM in meeting its policy objectives”



WHY GR....

- Because when the government reaches out...who are they going to call....
- YOU!



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United Way
Saskatoon & Area

What is YOUR Value Proposition

- Communicate **WHAT** you do
- **HOW** you can help government address a particular issue
- **WHY** government should work with you



GR beyond lobbying...

Lobbying is
just one tactic
of GR

Mining what
you have and
sharing

Beyond the
usual suspects

It is not a
campaign



The World According to Sheri...

- Government First!
- Biggest tent possible
- Use your local representatives to help you navigate, research, introduce you
- Know your civics before you meet
- Make is easy, forget the glossy
- Infographics are a politician's best friend
- Be clear on the ask



You want MORE...

- *The NON-Profit's Guide to Increasing Revenue and Influencing Decision Making Through Effective Government Relations* by Puneet Luthra

THANK YOU!

