

RAY SADRI ASSOCIATES

COMMUNICATING & INFLUENCING TOGETHER.

GOVERNMENT AFFAIRS: *GETTING THE BASICS RIGHT*

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Before reaching out to Parliamentarians and civil servants, make sure you have the basics in place.

1. FIT IN WITH THE **GOVERNMENT PROGRAMME**.

Familiarise yourself with the government's programme and make sure you can frame your work within the context of government business. Demonstrate how your work interacts with, and complements, government policy and its legislative priorities.

2. KNOW THE **COST**.

Consider the likely cost of your policy asks. And consider the cost to society if your asks are *not* implemented. You will need to persuade ministers, their Special Advisers and senior civil servants that your asks are: realistic; cost effective; and that they have positive synergy with government policy.

3. GATHER **COMPELLING EVIDENCE**.

Back up your key messages and asks with evidence and, if possible, case studies. Use these to demonstrate the problem that you are attempting to solve, as well as the positive impact your organisation is having. Arrange for a third-party organisation to talk-up your work and endorse your evidence if you can. Taking the time to get this right, will strengthen your message as you work to persuade government ministers, civil servants, MPs, Peers and opposition parties.



4. BUILD A **COALITION OF PARTNERS**.

Think of who else you can involve to back your policy asks. Try and build a coalition of partners and stakeholders wherever you can. Perhaps you can utilise them to co-sign a joint letter or statement, or involve them in your press activity. This will give more credibility to your campaign.

5. KNOW THE **PARLIAMENTARY CALENDAR**.

Make sure you have a good grasp of what is coming up in the Parliamentary calendar and how you can use these events to leverage your campaign. This could be preparing submissions for fiscal events such as the Budget or "calls for evidence" for relevant Select Committees. It could be attending and presenting at an upcoming All Party Parliamentary Group (APPG) meeting.

“ Consider the cost to society if your asks are *not* implemented.