

The background of the slide is a blue-tinted image of a board game. In the center, a black die is visible. To the right, a white pawn stands on a square. The board itself has various numbers and symbols on its squares. The overall scene is slightly out of focus, emphasizing the text in the foreground.

# Engaging for the Long Game:

Strategies and Pivots for Effective Advocacy

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# What Should We Talk About?



LAY OF POLITICAL  
LANDSCAPE



CIVILITY



KEY TAKEAWAYS



MY CHALLENGE  
TO YOU



RELATIONSHIP  
BUILDING IDEAS

# Today's Political Landscape



Perceptions of government



Congress's start



Legislative priorities



National security

# Today's Political Landscape



Economy and jobs



Presidential campaign



Regular 2024 elections

# Civility

“Why do I always have to be the adult in the room?”

“I’m tired of turning the other cheek.”

“It’s exhausting to listen to people.”

# Civility



A screenshot of a social media post. At the top left is a large 'X' icon. Below it is a gear icon. To the right of the gear icon is a back arrow, followed by the word 'Post'. The user's profile is shown as 'Utah Gov. Spencer J. Cox' with a verified badge and the handle '@GovCox'. The text of the post reads: 'Utah and Colorado compete over a lot of things – who has the better mountains, the better skiing, the better economy, etc. I think it's Utah, and @GovofCO thinks it's Colorado. But one thing we agree on, is that Americans need to learn how to #DisagreeBetter and that healthy conflict results in better policy. This year as chair and vice chair of @NatlGovsAssoc, we're setting out to do just that. We hope you'll join us!' There are three dots in the top right corner of the post area.

NGA – Disagree Better

<https://www.youtube.com/watch?v=Ltm0wb9IFAY>

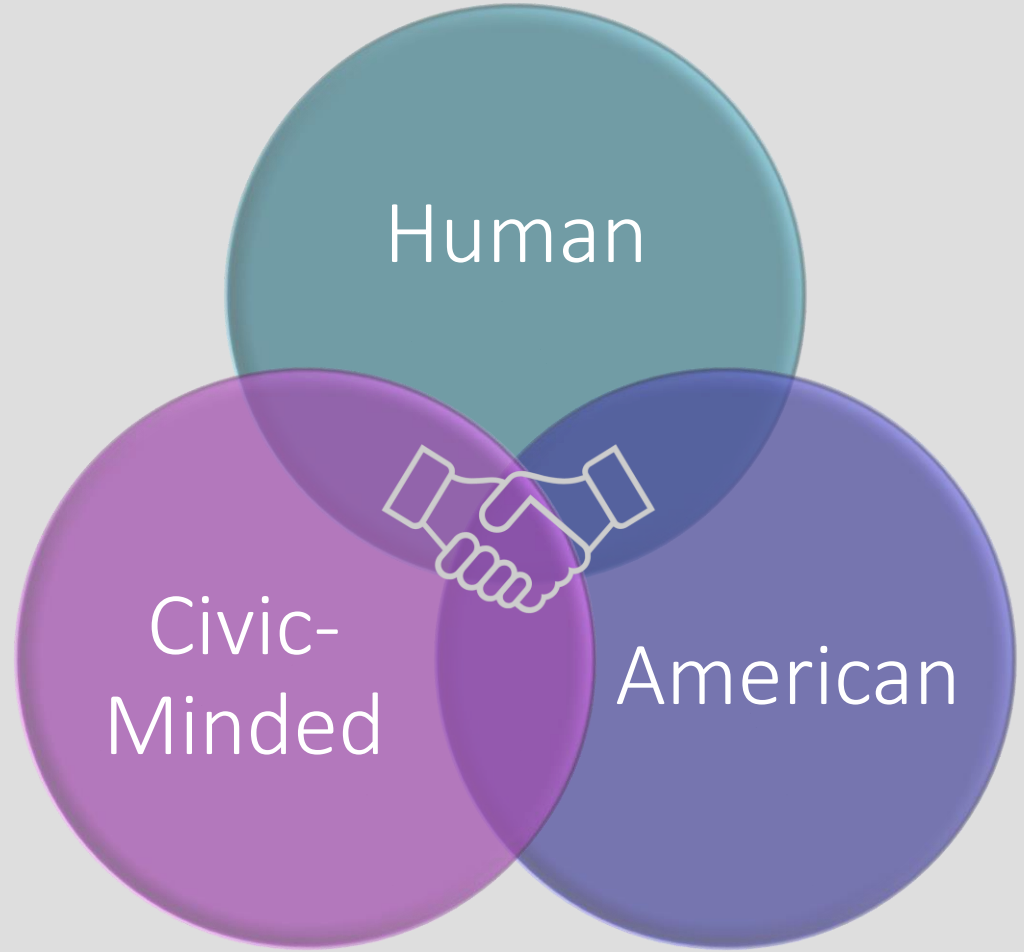
# Civility



NGA – Disagree Better

<https://www.youtube.com/watch?v=Ltm0wb9lFAY>

# Civility





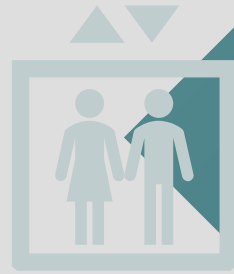
# Civility



Donna and Bob: An Unlikely Friendship

<https://youtu.be/4dMMCVfKP9s>

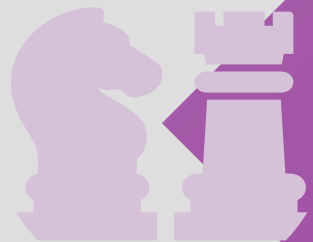
# Key Takeaways



Practice your elevator pitch/speech

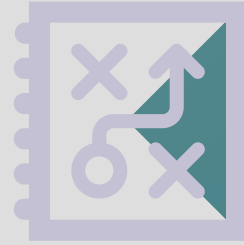


The first time you meet someone shouldn't be an ask for something



Government relations is a long game

# Key Takeaways



Know your plan of attack

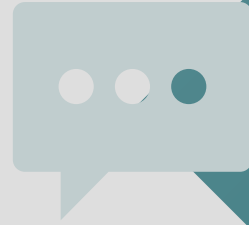


You can work at all levels  
of government at all  
times



Know what issues matter  
to your constituents (and  
others')

# Key Takeaways



Your word is important



Staff are sometimes the best messengers



Keep it simple – one-pagers!

# I Challenge You To...

1

Figure out what your “why” is

2

Listen/watch other news

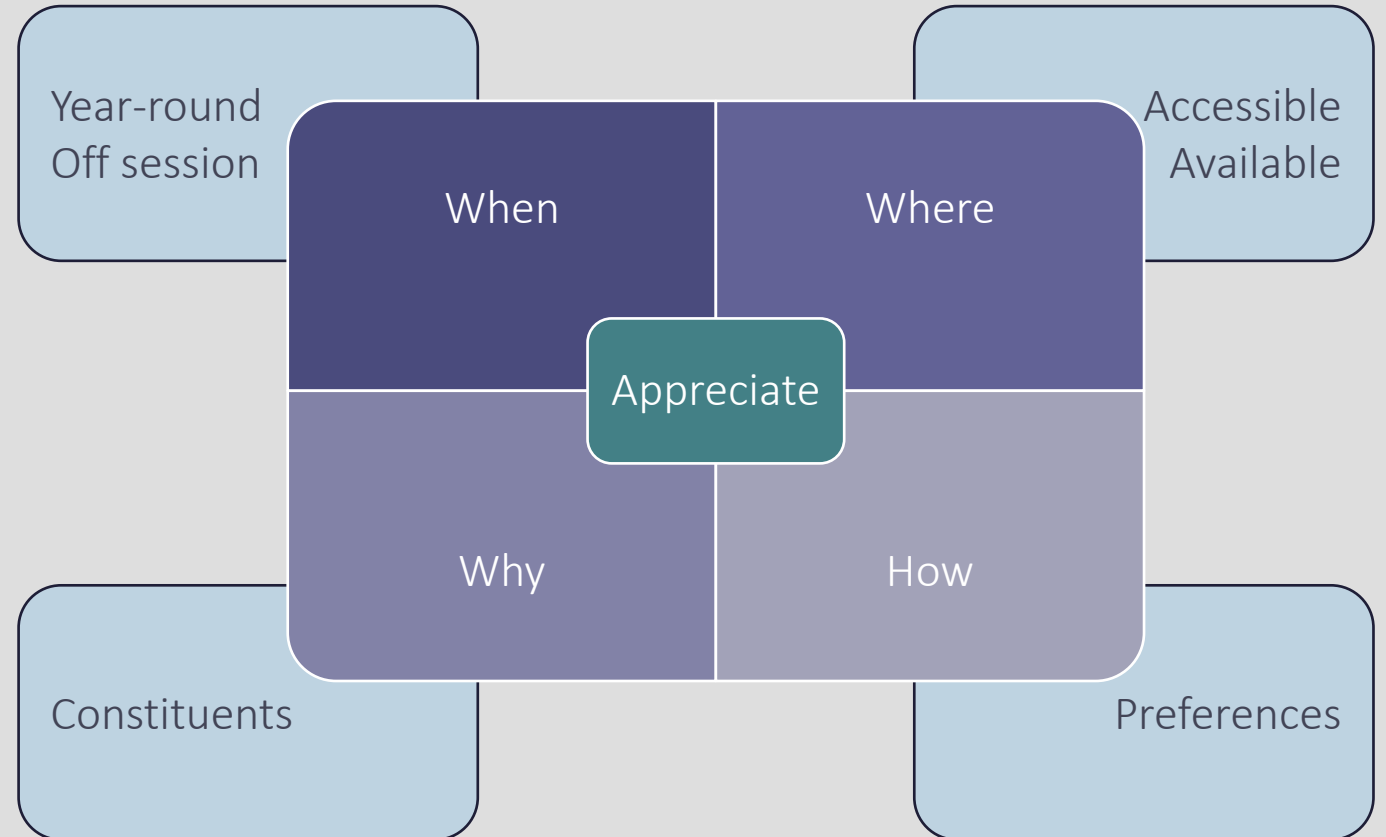
3

Grow/build an Advocacy Committee (include some unusual suspects)

4

Find a Thinking Partner

# Relationship Building



# Relationship Building Ideas



ORGANIZATION  
101



TOURS



STAFFER LUNCH



PANEL  
DISCUSSIONS

Questions and  
Comments?

