



## Government 101:

*Here are some tips to keep in mind when preparing to meet with members of parliament.*

### **1. Do your homework**

- Understand which level of government deals with your issue and are you contacting the most appropriate person
- DO NOT recreate the wheel - are others working towards the same goals that you should consult with? Have others been successful in similar situations that you could learn from? Be able to explain and demonstrate why your ask is different.

### **2. Have a good package**

- Keep it simple
- Include an Executive Summary, description of the problem, outline of your solution and demonstrate the value of your solution
- Make sure to highlight the benefits of the solution, the unique advantage this offers, and evidence to support your problem, solution, and ask

### **3. Make your meeting a Conversation**

- DO NOT just talk - listen too, allow questions and common interests to emerge
- Eliminate acronyms and jargon from your discussion

### **4. Be Passionate**

- Allow yourself to show how passionate you are about your message without being overbearing or confrontational

### **5. Make it memorable**

- Stories stick, Make it real for the audience and share with them personal stories that help support your ask and cause

### **6. Check and Double Check**

- Check your facts, make sure your evidence is valid and up to date
- Check your spelling, and grammar in any written documentation

### **7. Practice, Practice, Practice**

- Practice in front of a mirror, practice in front of friends
- Trim your presentation to approximately 10-15 minutes
- Practice will make perfect, and will help increase your confidence

### **8. Follow up**

- Recognize that it is not only your time that is valuable
- Follow up with a thank you, and make sure you also include those that helped make the appointment possible

### **9. Give Credit where Credit is Due**

- Highlight not only the problems you see, but the positives that have been created
- If movement on your cause or issue is seen following meetings, ensure that there is credit given for the work of those who contributed within the government

### **10. Talk about Next Steps**

- Leave the meeting with a clear plan on what you should do next  
(ie: I will followup with your office in x; or I will provide you with that additional information we discuss by x)
- Keep them informed of your efforts, provide updates and what steps you continue to take