

Government Relations Workshop: Part Three Mini-Workshop: Developing Your ASK Handout

The notes from the Government Relations Workshop Handout will be used in conjunction with this handout to apply the Four Steps in the Engagement Process for a specific concern/issue identified by the members of each group.

Step 1: Develop your ASK

- What do you want?

- Clarify short- and long-term goals.

- What is your specific ASK?

Step 2: Prepare your ASK

- Identify who can grant what you specifically need.

- Research the key facts and figures.

Step 3 – Communicate your ASK

- Choose an approach to collaboration—political and public engagement.

- Share your ASK with the stakeholder (government officials).

- Know the responsibilities of each level of government.

- Consider how your ASK was received and what more might you do.

Step 4 – Evaluate and Develop the Next Steps

- Determine engagement outcomes.

- Analyze your successes and what you could have done differently.

- Celebrate your successes.
