



THE REAL CLOUT TOOLBOX



Administrative Heroes' To-Do List	
To-Do	Completed?
Identify and brief administrative officials who should see this policy change in their own direct self-interest. (Before session or budget debate begins, beginning of session or debate.)	
Assist the organization to meet with and brief key administrative officials for the purposes of sharing useful data and information that might be helpful for the campaign. (Before session or budget debate begins, beginning of session or debate.)	
Prepare official background paper on costs and impacts of proposed change to be shared with the legislative committee and staff. (e.g., before a hearing, before a debate, before a conference committee.)	
Try to arrange public announcement of high administrative official support for press conferences, op-ed articles, letters to the legislative leadership, etc.	
Maintain regular communication with campaign leaders and help analyze proposed amendments and communicate administration's opinion.	
Set up early warning system with campaign if a member of the administration finds reasons to withdraw support. Make sure it happens quietly (if it happens).	



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Contact Chart for Administrative Heroes			
Names/Title	Contact Information	Staff Contact	Contact Notes



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The Short Guide

Chances are you have already tried to get the governor and or other high-level managers to fix your problem through administrative means, and they have given you one excuse after another. BUT do not despair! Sooner or later you will identify a couple of middle-level managers or key staff to high-level managers, who will recognize that getting their Boss behind your campaign offers a very private Hero Opportunity for them. In Chapter 3 of Real Clout (pp. 76-78) we describe these folks as “Inside Advocates,” and they truly are people whose job satisfaction is getting things done with NO public credit.

Your communication with them will be mostly private and confidential. You may ask them to give you a heads up on any pending development that affects your campaign, but you must never, never ask them to betray their boss and you must promise never to set their boss up to look like a fool or mark them as a public target. With that bargain, you’ll get useful data, priceless political intelligence and a lot of informed advice about how to recruit the boss to go public in support.

For more information on administrative heroes, see Chapter 2 Blue Pages of the Real Clout Workbook.