



# THE REAL CLOUT TOOLBOX



<b>Potential Heroes/Opponents in the Administration</b>		
<b>Names in...</b>	<b>Contact Information (including personal staff)</b>	<b>Notes clarifying position on the issue</b>
<i>Governor's Office</i>		
<i>Budget Office</i>		
<i>Secretariat's Office</i>		
<i>Commissioner's Office</i>		
<i>Line Managers</i>		



**THE REAL CLOUT TOOLBOX**



**Potential Heroes/Opponents in the Legislature**

<b>Names in...</b>	<b>Contact Information (including personal staff)</b>	<b>Notes clarifying position on the issue</b>
<i>Top Leadership</i>		
<i>Chairs/Vice Chairs</i>		
<i>Rank and File</i>		



## THE REAL CLOUT TOOLBOX



### The Short Guide

The information that you'll want for these tables is especially useful for professional, state capital-based advocates.

Your first job in a public policy campaign is to identify the individual policymakers that have the *authority* to change the targeted policy or program. Start by collecting an up-to-date list of all the managers in the administration and all the elected members of the legislature, focusing particularly on the people you identified above. The state website can be a valuable source of information. Make a special note of the Committees that will deal with your issue.

Your second job is to start figuring out or confirming where each key public policymaker stands on your issue. *This is very valuable information that should be kept within the campaign or shared with trusted friends.* NOTHING makes a public official madder than the public distribution of their position on a controversial issue before they have announced it themselves.

The only way to gather this valuable information is to start asking again. Just do it! Go to the state capital and start with the nice people you already know at the front desks. Ask any supportive person you've been working with in the administration – the lower-ranking the better because they'll tell you more. Ask the policymakers themselves. Ask the staff in key committees. Ask the staff in the clerk's office. Ask your own representative and senator. Ask members of the state capital press corps. Invite a friendly professional lobbyist to tell you war stories about the good old days.

*For an example and more information, see Chapter 1 Blue Pages of the Real Clout Workbook.*



**THE REAL CLOUT TOOLBOX**

