



THE REAL CLOUT TOOLBOX



The Policy Faces Book		
	Information	Notes
Official Title		
Length of Time Served		
Office Contact Information		
Home Contact information		
Official's Personal Policy Priority I		
Official's Personal Policy Priority II		
Official's Personal Policy Priority III		
Official's Position on Our Issue		



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The Short Guide

You can use this table to collect as much information as you can about your local public policymakers in a way that can be shared easily with your constituents. A good place to start is to go to your state's website to find the pictures, names and office numbers of all your elected officials in your area.

The rest of the information can be gathered in interviews with them or their staff, and by asking if anyone in your local coalition knows about them. Don't be surprised if you find you have a public official's cousin, neighbor, former classmate, paramour or spouse's best friend in your group. And they may know a lot of information about the official, some of which should never be put on the chart.

The state website will also include information on some of the top administration officials – the governor and their staff, the secretaries and deputy secretaries, commissioners and assistant commissioners and perhaps the regional directors. You can find the names and contact information about regional and local directors by calling the appropriate commissioner's office. Much of the issue-related information can be gathered in interviews with the public official or their staff. Again, don't be surprised to find out that many of your colleagues in the local coalition know some regional managers very well.

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