

The logo for CARPI & CLAY, featuring the company name in a serif font. The text is white and set against a dark teal rectangular background. The background of the entire slide is a photograph of a classical building with a large dome and columns, likely a state capitol building, under a blue sky with light clouds.

CARPI
& CLAY

Personal Touch. Impressive Results.

Lobbying 101

CMANC Winter Meeting

January 2019

10 Tips for Successful Advocacy

1. Tell Your Story
2. Build Relationships
3. Conduct Timely Follow Up
4. Visit Congressional and Executive Branch Offices
5. Bring Your Experts
6. Know Your Audience
7. Develop Your Elevator Speech
8. Have an Evergreen Strategy
9. Offer Site Tours
10. Wear Comfortable Shoes

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Thank you

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