
Creating Conditions for a Successful Policy Agenda

Although there is no magic formula for developing a policy agenda, there are ways to set conditions for success to strengthen and position your policy agenda:

- 1. You know people.** And you know people who know people! Reach out to your networks, and the networks of your networks, to talk to a variety of people about your policy ideas. This may even lead to a collaborative approach and a stronger voice advocating for the same issue.
- 2. Test out your ideas for unintended consequences.** Think through as many of the possible outcomes as you can by consulting with people who would be impacted by your policy agenda.
- 3. Know the timing.** Find out when and how all political parties are developing their platforms.
- 4. Stay up to date on current events.** You can sign up for newsletters from parties, pay attention to news of the day, and find e-news sources that are timely and informative.
- 5. Stay focused.** Remain true to your policy agenda but be nimble on how to move it forward by monitoring, learning, and adjusting your plan as you go along.

Have fun with it!

Remember that setting a policy agenda does not have to be a daunting task, but instead a way to maximize the impact your nonprofit has on the communities you serve.