



HUMANE SOCIETY INTERNATIONAL

Celebrating Animals | Confronting Cruelty
Worldwide

Animal Balance's Director Emma Clifford shares 8 tips for successfully working with the government.

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The 8 Steps to Making Change:

1. Research

- Who is the decision maker?
- What have they done so far?
- What is the normal reaction/policy?
- Has it worked?
- Who is their director?
- What's the relationship between the Department of Agriculture and Department of Health and other ministries?

2. Are you the right person? Before the meeting:

- Ask yourself -- are you the right person to be representing the animals in this meeting?
- Can you successfully convince (manipulate) this person of power to agree with you?
- Will you lose your temper?
- Can you read people's subtle body language (even if from another culture)?
- Think who the right person is for this meeting. It's not about ego, it's about getting this person to agree with you to save animals.
- Dress correctly. Be very respectful. You will be judged in the first few minutes so don't waste it.
- Even if you don't agree with the decision maker's judgment of you, he/she is going to do it anyway, so play the game.

- Always take a group photo after the meeting. Give gifts of t-shirts, stickers or other small items.

3. The meeting

- How do you secure a meeting?
- What do you have to offer?
- How can you help the director?
- How can he/she look better because of his/her association with you? Make friends with his/her assistant/secretary. Always be positive. When he/she keeps you waiting for 3 hours, smile!

4. Diplomacy

- Listen.
- Sympathize.
- Thank him/her for all his/her hard work thus far.
- Then suggest that you tell him/her a little about your work.
- Sell hard.
- Then tell him/her what you can do to help him/her.
- He/she will have better results if he/she works with you.
- The community will support him/her (votes).
- Monitor his/her reaction to your comments and when he/she is interested in one aspect, explore that angle. You are trying to find a connection with this person, a hook, something that will ensure you get a second meeting.
- Help him/her think it's his/her idea, not yours.
- Get him to take ownership.
- Never fight him/her, he/she has the power.

5. Your packet

- Bring letters of support from your mayor, community leaders, include photos but not too many.
- A PowerPoint presentation of photos while you speak is very effective, but no more than 10 slides.
- Graphs, statistics should be easy to read.
- Articles about your work should be in plastic or laminated and all of these items can be left with him/her.
- Your card
- Follow up: Send an email, or call, after the meeting thanking him/her.
- Schedule another meeting as soon as possible.

6. The second meeting

- Build on what you achieved at the first meeting, do not go backwards; start where you left off.
- Move the discussion forward to the next step.
- Bring in other people to assist you.

7. The Agreement

- As soon as a decision is made on the subject, record it and have it signed as decided.
- Do not wait.
- Create a MoU (Memorandum of Understanding) or some type of agreement, date it and have it signed.
- Send him/her the MoU when you get home, once again, with a thank you.

8. Tell Everyone!

- Tell everyone in your foundation and news reports, online publications, post on social media channels.
- Think of every way possible to tell the world what was just achieved.
- Promote the person who you have been meeting with at every opportunity.

