

# Effective Advocacy Strategies to Advance Your BIA's Objectives

MAY 3, 2022

**Presentation to the BIABC + IDA Pacific Northwest Regional Conference**

# Overview

---

- Why advocate
- Government 101
- Advocacy best practices
- How to get and have a successful meeting
- Tips on messaging + the media
- Leveraging an election

# What is Advocacy?

*“Ten people who speak  
make more noise than a  
thousand who are silent”*

**Napoleon Bonaparte**

# Why Advocate?





# Government 101



# Key Principles of an Effective Advocacy Plan

- Focus
- Relevance
- Clarity
- Targeted

# Key Principles of an Effective Advocacy Plan

- Focus



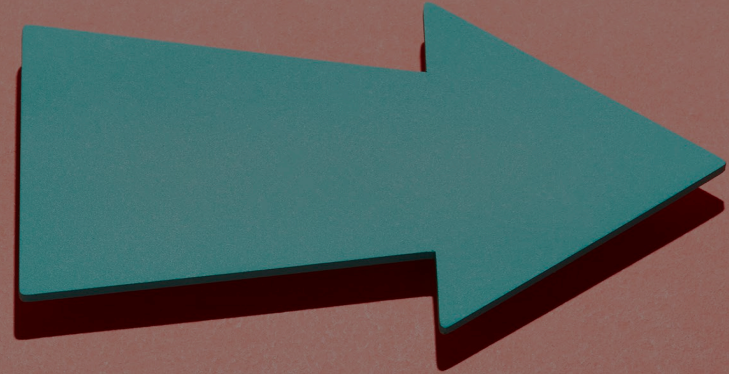
# Key Principles of an Effective Advocacy Plan

- Relevance



# Key Principles of an Effective Advocacy Plan

- Clarity



# Key Principles of an Effective Advocacy Plan

- Targeted



# Messaging





# Getting the Meeting

# Meeting Tips



*“Okay, you’ve convinced me.  
Now go out there and bring  
pressure on me.”*

*Franklin D. Roosevelt*



# Amplify



# Leveraging an Election

# Conclusion





**Thank you.**

**Steve Vander Wal**

**Vice President**

**[steve.vanderwal@hkstrategies.ca](mailto:steve.vanderwal@hkstrategies.ca)**

**778 231 5805**