



HUMANE SOCIETY INTERNATIONAL

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 etc.

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 his judgment of you, he's going to do it anyway so play the game.
- Always take a group photo after the meeting. Give gifts of t-shirts, stickers etc

3. The Meeting

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

4. Diplomacy

- Listen
- Sympathize
- Thank him for all his hard work thus far
- Then suggest that you tell him a little about your work
- Sell hard



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- Then tell him what you can do for him to help him
- He will have better results if he works with you. The community will support him (votes)
- Monitor his reaction to your comments and when he 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 think it's his idea, not yours
- Get him to take ownership
- Never fight him, he has the power

5. Your Packet

- Bring letters of support from your mayor, community leaders, include photos but not too many
- A Power point 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/laminated and all of these items can be left with him
- Your card
- Follow up: Send an email, or call, after the meeting thanking him
- Schedule another meeting ASAP

6. The Second Meeting

- Build on what you achieved at the first meeting, do not go backwards; start where you left off
- Move him 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 him/them sign it as decided
- Do not wait
- Create a MoU or some kind of agreement, date it and have him/them sign it
- Send him 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, make a DVD and put it on You Tube
- 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



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Summary

To effectively convince a government to change a policy you have to be able to sell your cause one on one. You are the animals' voice. You have the resources to find a way to convince the person in power to change a policy. You have to be able to assess the person and the situation and take all factors into account. You have to work your way up the chain of command, each time reassessing the person and the situation.

Confidence, evidence, an impeccable presentation and the ability to empathize with the person is essential; plus, patience and tenacity. The situations are far from perfect, but the Galapagos authorities are not rounding up and killing cats and dogs, the Dominican Government is encouraging high volume sterilization and rabies control campaigns, the Samoan authorities have stopped killing street dogs and instead sterilizing them. These are all huge improvements for animals, but we have to always be vigilant and ensure that the authorities are upholding their side of the agreement.