



# HUMANE SOCIETY INTERNATIONAL

Celebrating Animals | Confronting Cruelty  
Worldwide

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

This presentation was given at the 2011 Caribbean Animal Welfare Conference (CAWC), held April 3-5 in Puerto Rico. The 2011 Caribbean Animal Welfare Conference was organized by Humane Society International (HSI) and sponsored by The Pegasus Foundation, WSPA, IFAW, Pettus Crowe Foundation, Best Friends Animal Society, Maria Nordbury Foundation, ASPCA, PetSmart Charities, FEPA and HSI.

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.

