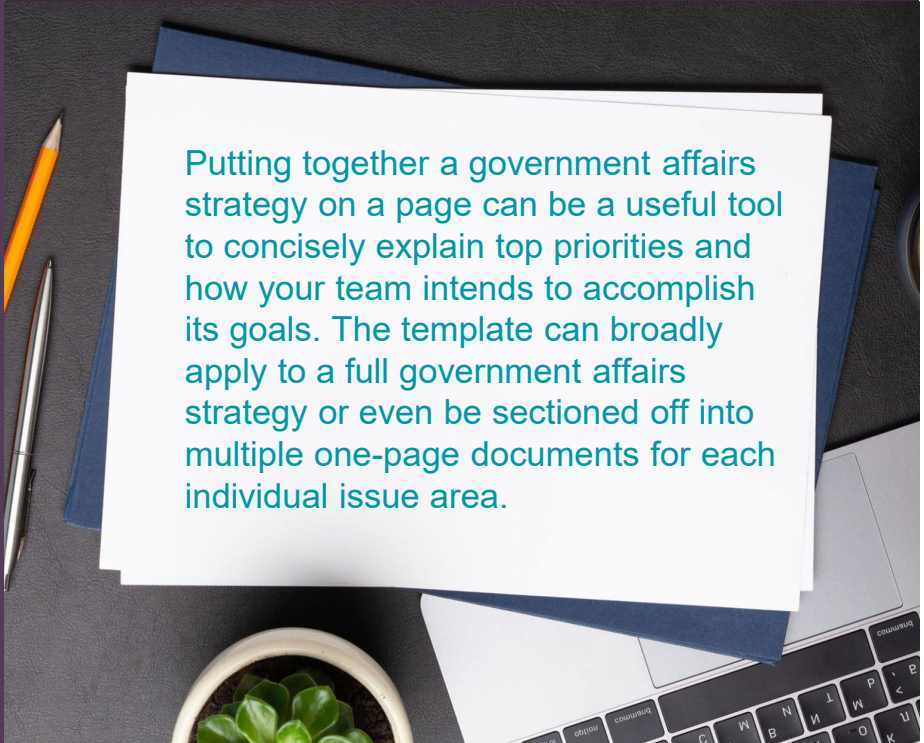


## Government Affairs Strategy Template

Here's a helpful template to summarize your government affairs strategy and share across your organization. Use this “at-a-glance” template to showcase your government affairs goal, focus areas, and key initiatives in order to improve cross-functional alignment, set expectations with the Board, and effectively communicate with your membership.



Putting together a government affairs strategy on a page can be a useful tool to concisely explain top priorities and how your team intends to accomplish its goals. The template can broadly apply to a full government affairs strategy or even be sectioned off into multiple one-page documents for each individual issue area.

### Key items to include in your government affairs strategy:

- ✓ Clearly stated position and objectives on your organization's core issue set
- ✓ Historical overview of past governmental and non-government actions on the issue set
- ✓ Identification of allies and adversaries of your organization's position
- ✓ Statement of purpose of why advocacy action is aligned with mission
- ✓ Identification of potential challenges and opportunities connected with engagement
- ✓ Outline top-level resource needs and budget requirements
- ✓ Map out communicating the strategy to different stakeholders

### Things to remember before you begin developing your government affairs strategy:

- 1 Consult your peers in other departments and executive leadership
- 2 Seek out examples from industry peers to see the best practices used in their templates
- 3 Refer to FiscalNote's [additional resources](#) on government affairs trends and best practices
- 4 Customize your one-page strategy based on your organization's unique voice and profile



# Government Affairs Strategy at a Glance

## Mission Statement

Enter a clear and concise statement that summarizes the ultimate objective for your government affairs strategy. This should be the, “why you are doing what you are doing,” to provide better direction and alignment to all government affairs undertakings across your organization.

