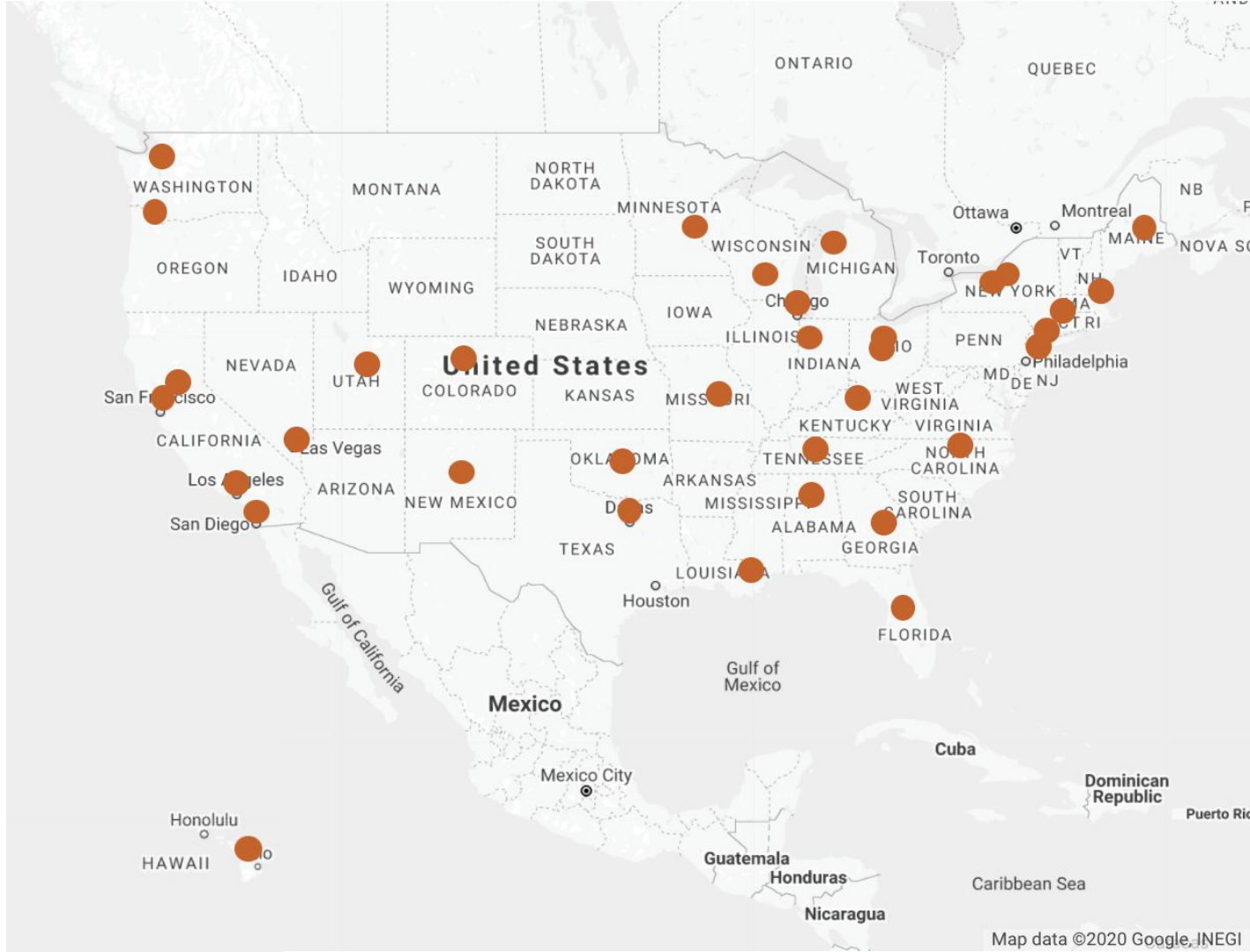


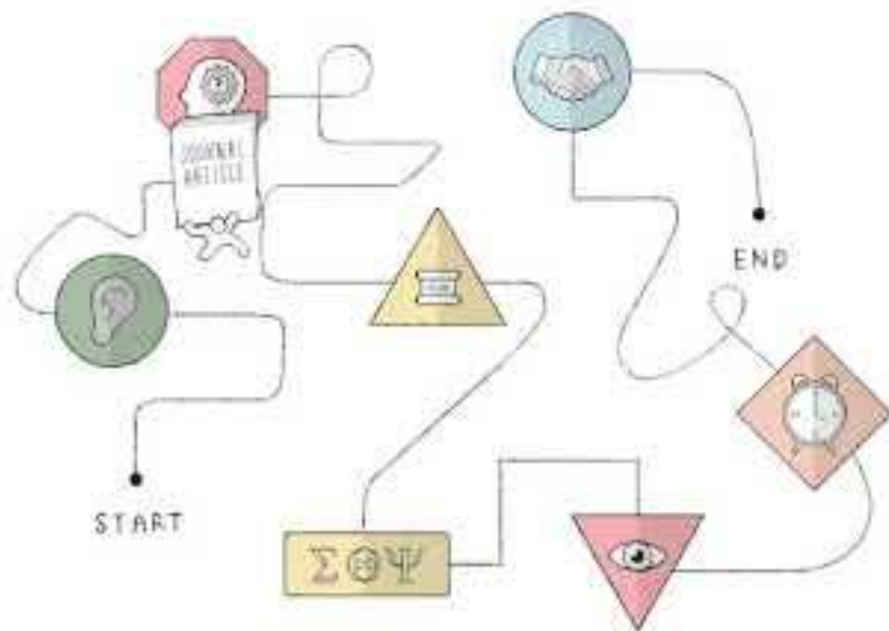
Connecting & Building Relationships

SCHOLARS
STRATEGY NETWORK



SCHOLARS STRATEGY NETWORK





What informs policymakers' decisions?



Becoming a Trusted Partner



Policymakers may or may not use research in their decision-making processes.

However, they will always turn to people they rely on and trust when making crucial decisions.

Adapted from *Translation and Implementation of Evidence Based Practice* by Lawrence Palinkas and Haluk Soydan, 2012.



Policymakers are Just People

When policymakers and civic leaders need to make decisions, they turn to people they know and trust.

For research and evidence to matter, researchers need to be part of those inner circles.

Finding Your Audience

**Build on shared
interests**

```
graph TD; A[Build on shared interests] --- B[Their constituencies & districts]; A --- C[Their legislation or executive actions]; A --- D[Their committees or agencies]; A --- E[Their interests];
```

Their constituencies
& districts

Their legislation or
executive actions

Their committees or
agencies

Their interests

Reach out at the right time



Earlier is always better



Look into their priorities



Know the legislative calendar

Spotting Windows of Opportunity

**Track
Legislation**

**Public
Comments**

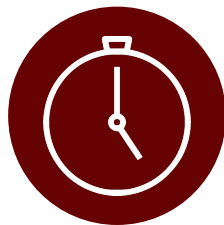
**Media
Attention**

**Civic
Interest**

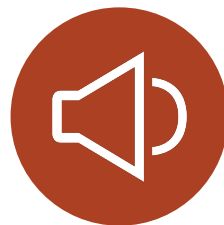
Making Contact with a Policymaker



Utilize warm contacts



Be Brief



Use plain language



Offer resources

First Contact

Reaching out on housing and eviction policy

Kevin.Honan@mahouse.gov

Reaching out on housing and eviction policy

Dear Representative Honan,

My name is _____, and I am a _____ at _____. First, I'd like to thank you for your tireless efforts on housing issues. I have seen you advocate for affordable housing as the Chairperson of the Massachusetts Joint Committee on Housing, and I recently noticed you sponsored Bill H.4624 to establish a moratorium on evictions and foreclosures. As an expert on this issue, with several years of research into evictions and housing stability, I'd love to schedule a brief meeting to discuss this bill and see what support I can provide.

Would you have time to meet in the next two weeks?

<<Possible short narrative about your expertise and why you're reaching out. Example below.>>

As a researcher who has seen the long-lasting impact eviction can have, I am concerned about the consequences the COVID-19 pandemic will have on housing stability in Massachusetts. A moratorium on evictions and foreclosures will go a long way in protecting public health and limiting the damage on the state's social safety net. Extending the moratorium a year past the Governor's emergency order would protect renters, homeowners, and landlords, and mitigate the disproportionate impact to Black communities in the state. I would like to offer myself as a resource in the effort to meet this challenge. As a housing researcher with experience in public outreach, I would welcome the chance to share my expertise with you and your staff as you continue to work towards crafting and advocating for sustainable housing policy.

What Can You Do to Build Trust?

- 
- Be truthful and complete
 - Be reliable
 - Provide useful support
 - Listen and ask questions
 - Be flexible
 - Share credit

Meeting With a Policymaker

Bring

- Questions
- A good sense of what they are working on
- An idea of their interests and values
- A set of suggestions about how you can be helpful

Expect

- Stories
 - A list of people working on specific projects
 - A finer understanding of their interests and values
 - A set of requests for you and a timeline by which they need follow through
-

Following Up

Following up on request for evictions data



Kevin.Honan@majhouse.gov

Following up on request for evictions data

Dear Representative Honan,

Thank you for taking the time to talk with me about your work on Bill H.4621 to establish a moratorium on evictions and foreclosures. I look forward to collaborating with you on this bill. As I mentioned when we spoke, I have collected several years of research on the impact of evictions in Massachusetts. I have attached a one-page brief with relevant information and data to this email.

I was impressed with your commitment to extending the evictions moratorium, and I would be interested in helping this legislation move forward. You mentioned an upcoming hearing that might benefit from expert testimony - I would be happy to supply information, or provide testimony at the hearing. Would you be interested in speaking about this in the next week or so?

As well, if going forward you or your staff have questions regarding housing or evictions, I'd be happy to assist you.



Defining Success

**Policymakers and civic
leaders returning to you
for advice.**

For Further Support

Joanna Ten-Kate: joanna@scholars.org
