



Presents

HOW TO SPEAK TO YOUR LOCAL COUNCIL

ADVOCATING FOR LOCAL HERITAGE NEED NOT BE SCARY! Municipal councils are among the most important decision-makers for cultural heritage organizations, controlling funding, planning, bylaws, and strategic priorities for your city, town, village, or rural municipality. Councils rely on local organizations and advocates to help them understand needs, identify opportunities, and develop solutions. Thus, they are counting on you to directly advocate to them!

Step 1

MAKE A PLAN

- Perform an analysis, answering strategic questions
- For example, "what do we want?" and "who can give it to us?"
- A full list of strategic planning questions can be found in the advocacy toolkit
- These questions can help better orient your organization when it comes to local advocacy

Step 2

IDENTIFY YOUR AUDIENCE

- There are a number of people who may be useful to speak with, for example:
- Elected officials, including councillors, and the mayor or reeve
- Councillors serving on committees related to culture, tourism, or economic development
- Municipal staff, such as planners or economic or development officers

Step 3

REQUEST A MEETING

- Send a short, polite email requesting a meeting and detailing what you would like to discuss
- Introduce yourself and your organization clearly in this email; an email template can be found in the toolkit
- Be flexible about timing
- If one decision-maker does not wish to meet, then email another!

Step 4

PREPARE KEY MESSAGES

- Messages to discuss in your meeting include the following:
 - Clearly explaining who you are and what your organization does while sharing specific examples of your organization's community impact
 - Presenting the main issue at hand; make it clear why this issue is important
- Presenting possible solutions or opportunities to solve this issue

Step 5

CONDUCT THE MEETING

- Use your key messages to guide the meeting and to make clear the importance of your chosen issue
- Be positive, respectful, and concise
- Listen carefully to their perspectives and questions
- Avoid overly academic language or excessive detail
- Thank them for their time

Step 6

MAINTAIN A RELATIONSHIP

- Send a brief thank-you email a day after the meeting
- Provide any additional information promised during the course of the meeting
- In the following weeks and months, keep them informed about your organization's activities and successes
- Invite them to visit your organization or to attend events
- Repeat from step 1!



the SASKATCHEWAN HERITAGE COALITION
is a partnership between HERITAGE SASKATCHEWAN and the
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