Creating Conditions for a Successful Policy Agenda

Although there is no magic formula for developing a policy agenda, there are ways to set conditions for success to strengthen and position your policy agenda:

1. **You know people.** And you know people who know people! Reach out to your networks, and the networks of your networks, to talk to a variety of people about your policy ideas. This may even lead to a collaborative approach and a stronger voice advocating for the same issue.

2. **Test out your ideas for unintended consequences.** Think through as many of the possible outcomes as you can by consulting with people who would be impacted by your policy agenda.

3. **Know the timing.** Find out when and how all political parties are developing their platforms.

4. **Stay up to date on current events.** You can sign up for newsletters from parties, pay attention to news of the day, and find e-news sources that are timely and informative.

5. **Stay focused.** Remain true to your policy agenda but be nimble on how to move it forward by monitoring, learning, and adjusting your plan as you go along.

**Have fun with it!**

Remember that setting a policy agenda does not have to be a daunting task, but instead a way to maximize the impact your nonprofit has on the communities you serve.