

# Sharing Your Impact Story with Policymakers

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## Identify Your Goal:

- Who is your target audience?
- What is the message you wish to convey?
- Where do you and your policymaker align?
- Learn the difference between advocacy and lobbying [here](#).

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## Gathering Your Impact Data:

- Collect quantitative and qualitative data from your communities (inc. from youth and families!).
- Ensure the stories you intend to share has the message and evidence of impact.

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## Get in Contact:

- Schedule meetings with policymakers and their staffers, invite them to your events (& invite local news), or organize a Hill day.
- For advice check out [IEL resources](#) and this [meetings tips guide](#).

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## Build Community & Network Support:

Share your impact stories via various communications channels.

- Start with what you know (i.e. LinkedIn to reach partners)
- Expand to reach your target audience (i.e. Instagram to reach young professionals, and local news to reach parents).

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## Ensuring Longstanding Partnership:

After your meeting, follow up with a clear & accessible flyer of:

- 1) who you are, 2) what they need to know, 3) your impact stories and data 4) your ask (i.e. support funding streams)

Establish a consistent schedule of outreach to share your impact, and continue to invite policymakers to your events!