



**CENTER FOR
PUBLIC INTEREST
COMMUNICATIONS**
UNIVERSITY OF FLORIDA

WORKING WITH INFLUENTIALS

HOW TO BUILD AND SUSTAIN RELATIONSHIPS WITH
FUNDERS AND POLICYMAKERS

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**LET'S START
WITH YOU.**



**WHAT DO YOU NEED TO
BE SUCCESSFUL THAT
YOU DON'T HAVE
RIGHT NOW?**

**WHO MIGHT HELP YOU
GET THAT?**

FUNDER

ELECTED OFFICIAL

ADMINISTRATOR

LET'S BECOME
**EXPERTS IN THAT
PERSON.**

**WHAT CAN YOU LEARN
ABOUT THIS PERSON'S
PROFESSIONAL OR
PERSONAL INTERESTS
THAT CONNECT THEM TO
YOUR WORK?**

START WITH THEIR PROFESSIONAL BIO

FOLLOW THEM ON TWITTER (OR LINKEDIN)

CONDUCT A GOOGLE NEWS SEARCH

REVIEW THEIR PUBLICATIONS

WHAT ARE YOU
LOOKING FOR?

WHAT ARE THE
UNDERLYING VALUES
THAT DRIVE THEIR
BELEIFS?

ARE THEY EGALITARIAN
OR INDIVIDUALISTIC?

CONSERVATIVE:
PROTECTION OF THE IN-
GROUP, PRESERVING THE
SACRED, RESPECT FOR
AUTHORITY

**LIBERALS:
FAIRNESS/JUSTICE,
CARE/PROTECTION FROM
HARM**

LET'S PRACTICE

**WHAT KINDS OF STORIES
ABOUT YOUR WORK, YOUR
FIELD OR THE PEOPLE WHO
USE YOUR RESEARCH WILL
RESONATE WITH THIS
PERSON?**

**WHAT WILL YOU ASK OF
THEM?**

**THAT THEY ARE IN A
POSITION TO DO**

**THAT WILL ALSO
HELP THEM**

THAT THEY KNOW HOW
TO DO

THAT'S LEGAL

NOW, LET'S PLAN A MEETING WITH THAT PERSON

YOUR INTRODUCTION—WHAT YOU DO
AND WHY IT MATTERS

THANK THEM FOR WHAT THEY'VE ALREADY DONE
THAT ADVANCES YOUR WORK OR YOUR FIELD

BRIEFLY DESCRIBE WHY YOU'RE THERE

BRIEFLY DESCRIBE WHAT YOU DO AND WHO IT HELPS

TELL A STORY THAT WILL RESONATE WITH THEM

OFFER TO BE HELPFUL TO THEM

MAKE YOUR ASK

IDENTIFY HOW TO FOLLOW UP

LET'S PRACTICE

RESOURCES

"The Science of What Makes People Care," Ann Christiano and Annie Neimand, *Stanford Social Innovation Review*

"Stop Raising Awareness Already," Ann Christiano and Annie Neimand, *Stanford Social Innovation Review*

"The Science of Story Building," Ann Christiano, Annie Neimand and Matt Sheehan, scienceofstories.org

"How to Tell Stories About Complex Issues," Annie Neimand, *Stanford Social Innovation Review*

New Power: How Movements Build, Businesses Thrive and Ideas Catch Fire In Our Hyperconnected World, Jeremy Heimans and Henry Timms

"The Back-of-the-Envelope Guide to Communications Strategy," Ann Christiano and Annie Neimand, *Stanford Social Innovation Review*

Free Range Thinking, a newsletter by Andy Goodman

Brain Pickings, a newsletter by Maria Popova

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