Harnessing the Power of Government Relations to simultaneously Advance your Mission and turn Government into a Major Donor

Presentation to the Association of Fundraising Professionals
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Timing is Everything

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Even if the government wants to act, it is limited by yearly cycles of decision making, budgeting, and House scheduling.
Policy Decisions Can Lead to Funding

- Don’t underestimate the benefits of participating in policy discussions
- You have knowledge the government doesn’t have

Case Example:
- Ontario’s Workforce Shortage Coalition

Tip: Get in there early
If You’ve Waited Until Formal Pre-Budget Consultations – You’re Too Late

- Don’t underestimate the power of the bureaucracy
- Identify key decision-makers

Case Example:
- OSWCA

Tip: Look at end-of-year funding opportunities
Legislation Curve Ball

- Legislation can end up costing your organization money
- Minimize by helping to develop policy

Case Example:
- OASW

Tip: Monitor which Bills are being introduced
Understanding the Machinery of Government = SUCCESS