

PLAN POWERFUL OUTREACH WITH STAKEHOLDER MANAGEMENT

Connect with the most influential stakeholders using a unified approach—one made to push policy agendas forward.



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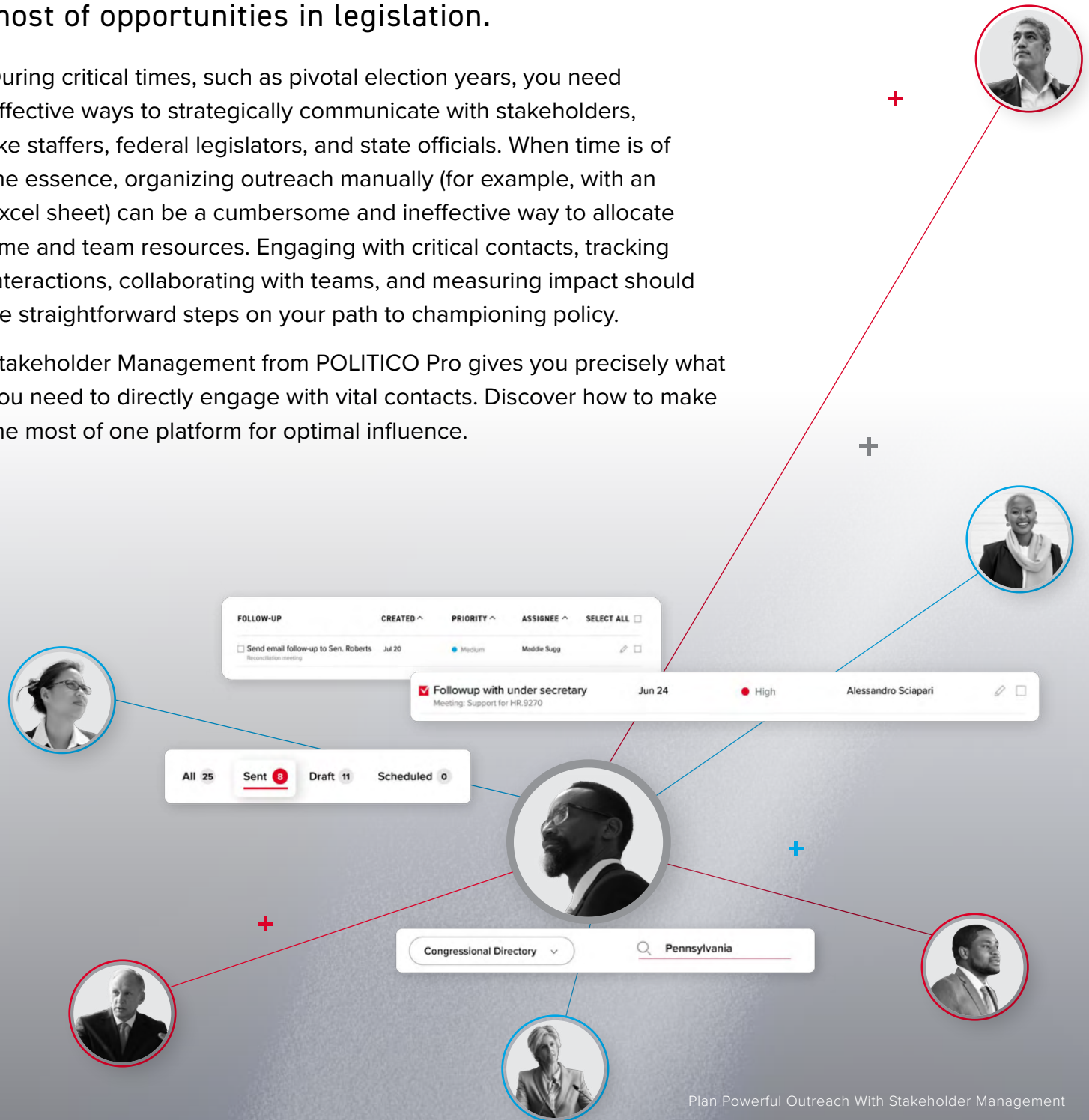


NOW'S THE TIME TO CHAMPION YOUR AGENDA WITH THE RIGHT RELATIONSHIPS.

As a policy professional, you require complete access to key relationships—so you can make the most of opportunities in legislation.

During critical times, such as pivotal election years, you need effective ways to strategically communicate with stakeholders, like staffers, federal legislators, and state officials. When time is of the essence, organizing outreach manually (for example, with an Excel sheet) can be a cumbersome and ineffective way to allocate time and team resources. Engaging with critical contacts, tracking interactions, collaborating with teams, and measuring impact should be straightforward steps on your path to championing policy.

Stakeholder Management from POLITICO Pro gives you precisely what you need to directly engage with vital contacts. Discover how to make the most of one platform for optimal influence.

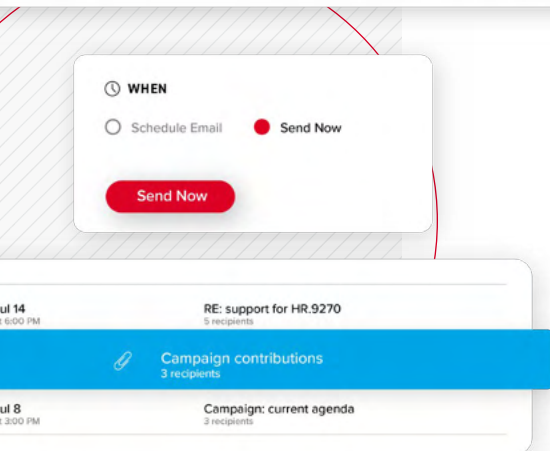
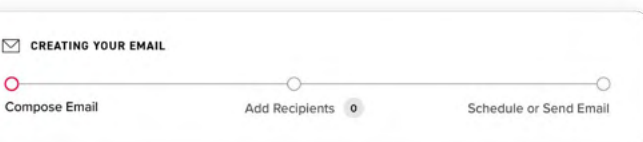
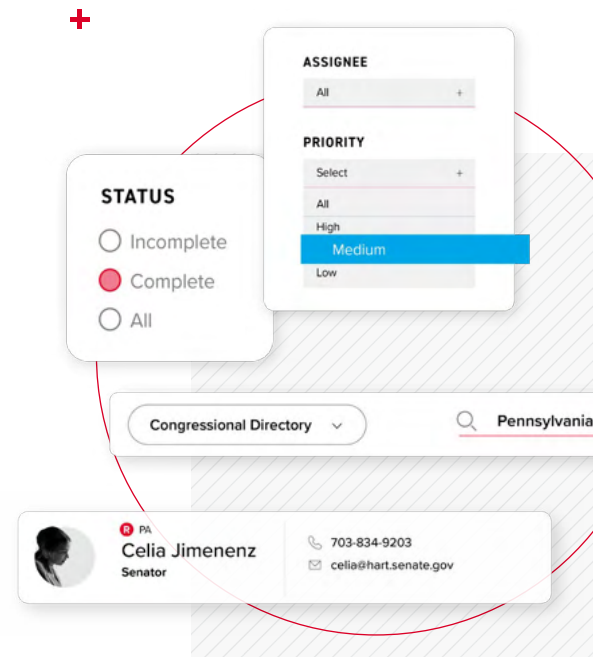


GET TO KNOW THE PLATFORM FOR POLICY CHAMPIONS.

Access key contacts directly, so you can strengthen your policy posture.

CONNECT WITH THE RIGHT STAKEHOLDERS, AT THE RIGHT TIME.

Source up-to-date contact information from Pro Directories or saved Projects. Use the search, filter, and list upload features to find and compile the right connections. Guide your policy strategy with Pro's policy and election monitoring tools, which offer you a broad view of the policy landscape.

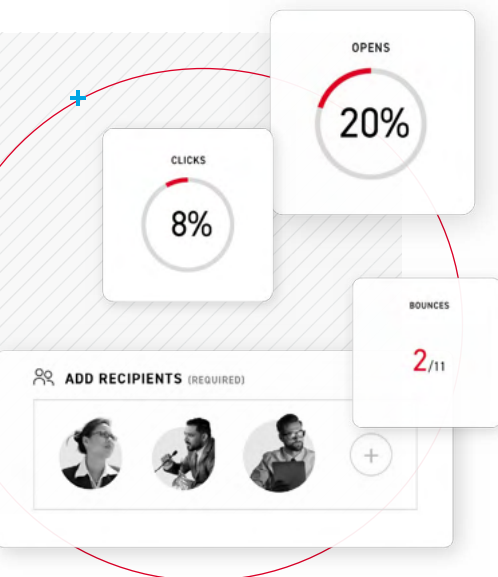


HONE IN ON MESSAGING FOR OPTIMAL IMPACT.

Create a messaging plan and present compelling arguments using Pro's in-depth analysis and data visualizations. A range of features—like an easy-to-use email editor and overviews of email analytics and insights—give you what you need to effectively set your team's policy stage.

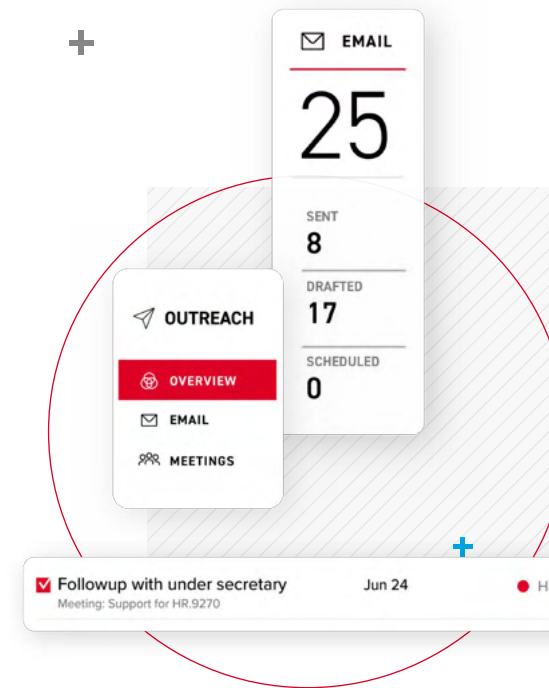
ORGANIZE OUTREACH AND ALIGN YOUR TEAM.

Streamline your approach to communication. Use Stakeholder Management's Outreach Dashboard to review meeting notes and comments. Assign follow-ups, and share information across teams. With the help of these tools, you can drive team alignment and inform intentional action to push the policy needle—fast.



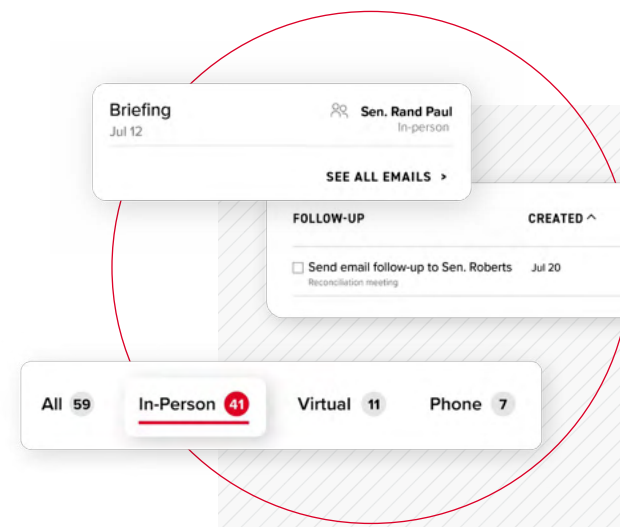
GET EVERYTHING YOU NEED FROM A SINGLE PLATFORM.

Reaching crucial connections and setting a stage for your policy agenda is easy with Stakeholder Management from POLITICO Pro. Stay on top of policy movement with a single source for all your non-partisan news, analysis, and outreach needs.



REVIEW ANALYSIS TO REFINE OUTREACH AND INSPIRE INFLUENCE.

Get an at-a-glance view into your relationships with key contacts and your team's latest activities. Insights into top-performing emails and participants ensure your messages are connecting with your targets and aligning with your strategy.

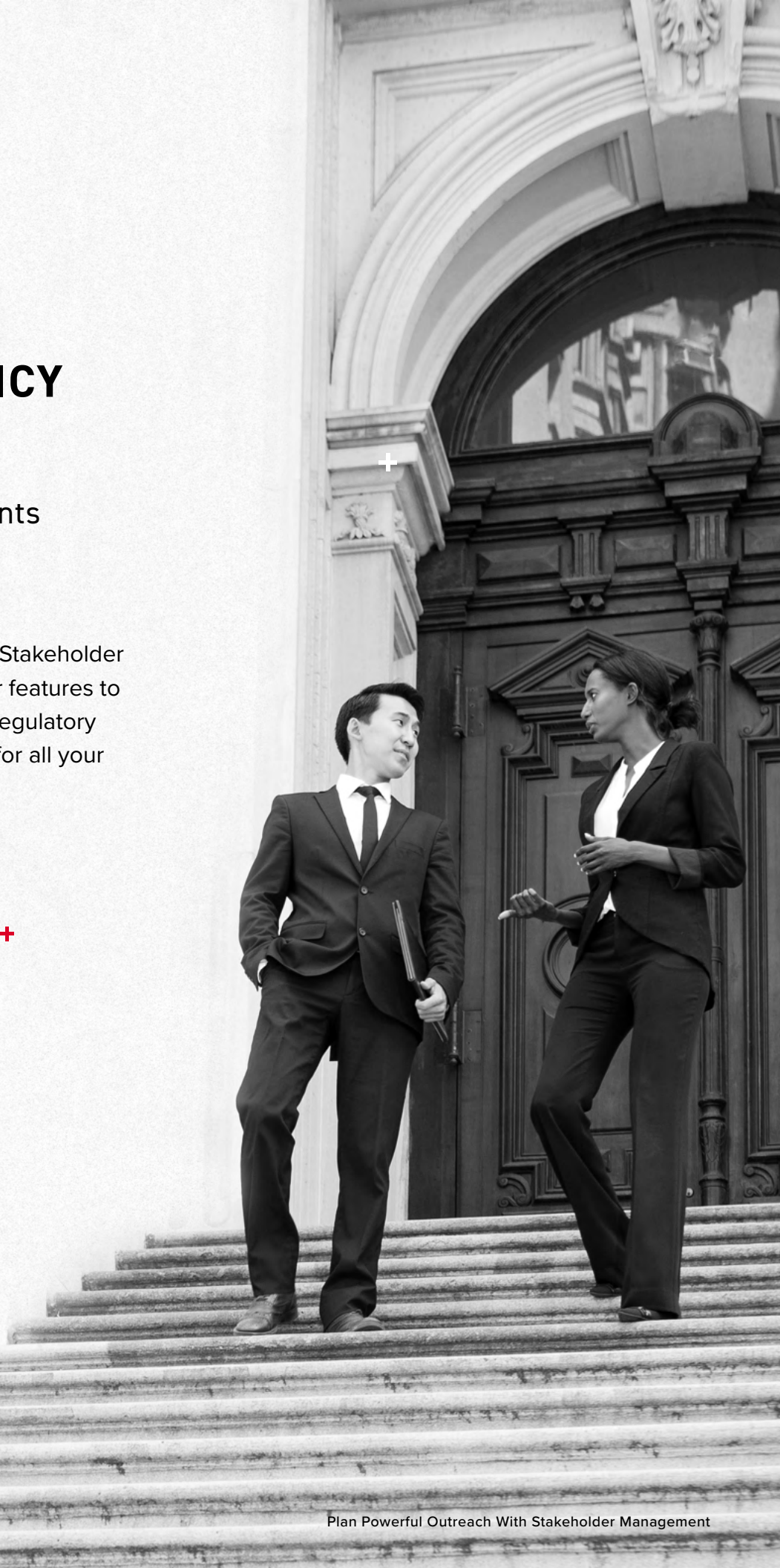




LEARN HOW TO MAKE YOUR POLICY PREVAIL.

See ahead of policy currents
before they impact your
organization's agenda.

Within the POLITICO Pro platform, Stakeholder
Management works well with other features to
make an impact in legislative and regulatory
spaces. It's an extensive resource for all your
policy needs.





LEGISLATION AND REGULATION TRACKING

Use Stakeholder Management in concert with Pro's legislative and regulatory trackers to guide your policy strategy.

Shape your plan for influence by:

- Discovering bills that are critical to your organization's legislative priorities
- Analyzing potential impacts of proposed regulation on your business
- Finding cosponsors
- Knowing when to engage for maximum impact



CAMPAIGN TRACKING

See change with the Campaign Races Dashboard. Know how elections could impact your policy priorities.

Stay ahead of the election cycle by:

- Watching key races that matter to you
- Following trends and challenges in all House and Senate races
- Having the intel to develop an advocacy strategy during an election year
- Finding coalition partners



EXCLUSIVE POLICY NEWS

Get on top of the evolving policy landscape to seize new opportunities and mitigate risks.

Stay in the know by:

- Customizing your news feed by policy areas, politicians, committees, organizations, and more
- Subscribing to newsletters based on your interests
- Hearing directly from Pro reporters discussing key topics weekly



INTEGRATED WORKFLOW

Tap into Projects and Directories to optimize your engagement strategy.

Maximize reach and efficiency by:

- Saving Pro Directory contacts to Projects to create contact lists for different issue areas, campaigns, or clients
- Consolidating analysis, notes, and documents in designated Project folders
- Sharing Project folders with colleagues
- Using interaction data to personalize stakeholder conversations



PREMIUM ANALYSIS

Utilize in-depth analysis and data visualizations to inform strategy and present value.

Create compelling arguments by:

- Seeing the whole picture with context, key players, and potential outcomes
- Nailing your presentation with impactful data visualizations
- Demonstrating direct value to stakeholders with analysis and insight

You can do all of this—and more—with the combined power of Stakeholder Management and POLITICO Pro's comprehensive features.



SET YOUR STAGE FOR SUCCESS.

Seamlessly manage your organization's image and build critical relationships.

POLITICO Pro empowers you with resources to discover, interact with, and influence critical stakeholders.



KNOW

Stay on top of policy movements in your focus area, track key elections, and monitor news coverage on a complete policy intelligence platform.



CONNECT

Target and engage with policymakers who have the most impact on your work and record those interactions.



IMPRESS

Create engaging presentations using in-depth analysis and data visualizations to inform your stakeholders and gain their buy-in.



COLLABORATE

Break down silos by capturing notes, assigning follow-ups, setting priorities, and sharing learnings in one place for the entire team.





ILLUSTRATE YOUR TEAM'S ACCOMPLISHMENTS.

Quantify your impact and demonstrate return on investment to internal stakeholders.



Demonstrating the impact of your team's efforts to internal stakeholders is one of the fundamental parts of your job. It also can be the most difficult. With Stakeholder Management, get an instant, at-a-glance view of your team's interactions with key contacts. Use email performance metrics such as bounce, open, and click-through rates to show the effectiveness of your email outreach.

Furthermore, Pro's legislative and regulatory tracking tools can help you monitor how your team's engagements with lawmakers and influencers have led to positive outcomes, and improved public opinion.



STATUS

- ☐ Incomplete
- ☒ Complete
- ☐ All

ASSIGNEE

All +

PRIORITY

Select +

All

High

Medium

Low

Try a Demo



PA

Natasha Dunn

Mayor

540-452-9585

natasha@dunn.mayor.gov

PA

Celia Jimenez

Senator

703-834-9203

celia@hart.senate.gov

FOLLOW-UP

CREATED ^

PRIORITY ^

ASSIGNEE ^

SELECT ALL ☐

- ☐ Send email follow-up to Sen. Roberts Jul 20 Medium Maddie Sugg ☐
- Reconciliation meeting



☒ Followup with under secretary Jun 24 High Alessandro Sciapari ☐

Meeting: Support for HR 9270



Paul Tanaka

Chief of Staff

703-793-8394

paul@barrett.senate.gov