



Santa Clara County Supervisor Joe Simitian's Tips For Successful Advocacy

1. Develop a relationship before you arrive (a year, an hour, a 15-minute phone call).
2. Understand what motivates your audience (i.e., the Board or Council).
3. Understand what is possible and what is not.
4. Find a floor manager.
5. Joe Jackson Principle. Tell them what you want.
6. Tell them why they care.
7. Bring them solutions, not problems (neighborhood agreement).
8. Describe the elements of a solution, rather than insist on your solution.
9. Do not chastise, insult or threaten the Board/Council.
10. Understand that sometimes less is more.
11. Layering your campaign.
12. Woody Allen corollary (persistence pays off).
13. The value of a "thank you."