

How to Make Washington Work for Your Community

ICMA
conference

BALTIMORE
104th Annual Conference
SEPTEMBER 23-26 **2018**



Roger Gwinn, Jennifer Imo, and Kristi More
The Ferguson Group

#ICMA2018



Get organized!

- Develop a federal agenda or platform
- Personalize issues and priorities
- Develop new connections
- Enhance existing relationships

An orange speech bubble with a white outline, containing the text "Tell your story!".

**Tell your
story!**

Understand the legislative landscape

- Monitor and track legislative initiatives
- Personalize the impact of legislation to your community
- Promote and advocate for beneficial legislation
- Offer solutions to potential threats



Tell your story!

Identify regulatory threats

- Monitor regulatory action
- Understand the impact to your community
- Provide comment when appropriate
- Keep congressional delegation informed
- Stay engaged at all levels

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**Tell your
story!**

Plan ahead for grant success

- Identify projects and needs early
- Search for potential funding sources
- Develop relationships with the grant makers
- Engage your congressional delegation and your community



**Tell your
story!**



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