

# INTHRIVE

## ADVOCACY SOLUTIONS

**Monthly Digest:** June 2024  
Your source for policy and advocacy guidance.

### What's inside?



Networking Power



New Better Advocacy in 10 Minutes or Less on Youtube



LinkedIn Policy Recap: Gaming in Virginia



Now accepting federal clients!

by **David Smith** on June 3, 2024

When I decided to start my own firm the first thing I did was have lunch with a Richmond lobbyist who also happened to be the husband of one of my wife's closest friends. I wanted to pick his mind about how to get started and how I could grow a successful business while doing what I love. After he shared all his wisdom he asked me, "Who are you meeting with next?" My perplexed and stumbling reaction led him to explain that in this space you need to network-meet folks, chat with them, form relationships even if they're not in your industry or are on the opposite sides of issues. It's not only how you get work but how you have the knowledge and allies to win. It's the power of networking!

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THIS MONTH'S TOPIC  
**Networking Power**



While Virginia has some legislative receptions with incredible food, it's not my idea of fun to work the room as I greet the politicians, staffers, administration officials, and other lobbyists. I'm not a natural networker. I love policy. I love debating different ways to achieve a goal and drafting policy that has broad support. I'd rather craft a one pager, speak in front of a committee, or have a sit down with a legislator than look out across a crowded room of folks in suits and dresses and figure out who I should approach first...and what to say after, "Hello"!

But networking is key to the work we do and can help you gain unexpected allies that can help you get those wins!

### **Why is networking so important?**

- **Strength in Numbers:** Building a strong network allows you to rally support for your cause. When an issue comes to a vote, having a network of informed allies can make a significant difference. They can be contacted for outreach efforts or to put pressure on decision-makers.
- **Information Sharing:** A strong network acts as an information exchange. Sharing updates on legislator leanings, potential roadblocks, and even grassroots efforts allows everyone to be on the same page and adapt strategies accordingly.
- **Expertise Exchange:** No one lobbyist or advocate can be an expert on everything. Networking allows you to tap into the knowledge and experience of others in your field. Need help with legal intricacies? Connect with a lawyer in your network. Need numbers to convince a waffling legislator? There might be a data whiz you can collaborate with.

### **Beyond the Basics:**

- **Go Beyond Your Comfort Zone:** Don't just network with people who agree with you. Building relationships with those on the opposing side can foster understanding and potentially lead to compromises or unexpected alliances.
- **Quality over Quantity:** It's better to have a few strong, reliable connections than a large network of casual acquaintances. Focus on building genuine relationships based on mutual respect and trust.
- **Be a Giver, Not Just a Taker:** Networking is a two-way street. Be willing to offer your time, expertise, and connections to others in your network.

### **In Conclusion:**


Investing time and effort in building a strong network is essential for any lobbyist or advocate. It fosters trust, opens doors to new ideas and opportunities, and ultimately increases your chances of achieving your goals. So, get out there, connect with others, and watch your advocacy efforts reach new heights!

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### **Now Working In DC!**

Talking about networking, I met a lobbyist in Arizona when I was working there and he and his firm have shown me the ropes for DC lobbying. It's just a short ride from my home in Virginia so I'm now accepting clients looking for help on the federal level. If you're looking for a partner to turn your passion into policy on the Federal level, let's chat about solutions for you!


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 If you're looking for a new partnership to help achieve your policy goals email David Smith at [David@InthriveAdvocacy.com](mailto:David@InthriveAdvocacy.com) to see how we can work together to get that win! Or, if you want to catch up over coffee or Zoom....

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### **Looking for more content?**

 Follow Inthrive: Advocacy Solutions on [LinkedIn](#) for policy recaps. Recent topics include [The impact of Exponential Growth of Gaming in Virginia](#) and what we can learn from [Virginia's dramatic decrease in prison population](#).

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