



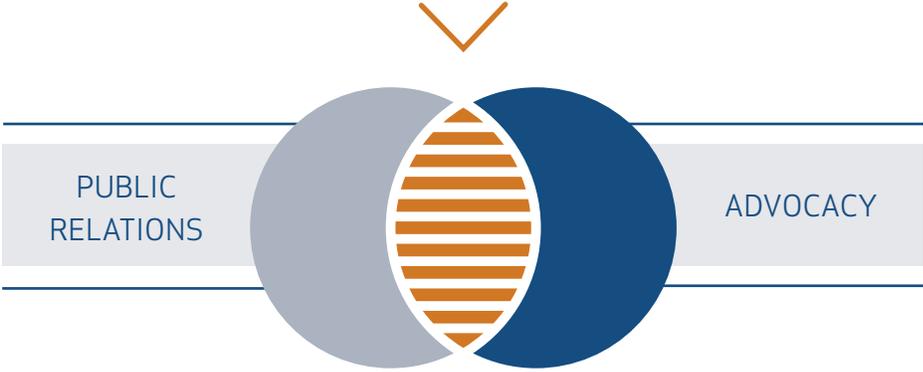
# Public Affairs

**LOBBYING ALONE DOESN'T CUT IT ANYMORE —** you need a comprehensive plan in order to achieve public policy success. Using our robust, bi-partisan relationships with Iowa's state and federal lawmakers, local decision-makers, media professionals, and community leaders, PolicyWorks can draw attention to your cause and help impact public opinion.

From designing media campaigns and gaining earned media exposure to organizing town hall meetings and building coalitions, PolicyWorks has the experience needed to position your organization for success in the public affairs arena by exposing your brand to leaders in communities you serve.

**WHERE PUBLIC RELATIONS AND ADVOCACY SUCCEED.**

## Public Affairs





### Social Media

Our social media experts can create shareable content that helps advance your advocacy goals, while also providing strategy to target posts to reach your intended audience.

Strategic Counsel | Content Creation Management | Paid Advertising



### Media Relations

PolicyWorks has a statewide network of media relationships and the expertise to get your advocacy issues heard.

News Releases | News Conferences  
Media Monitoring & Response Strategy  
Media Pitching



### Newsletter Writing and Management

Our team can create a newsletter template and content for your organization to connect with its target audiences.



### Website Creation and Management

Does your trade association or non-profit organization need a new website? PolicyWorks can create and manage a foundational website for a non-profit budget.



### Grassroots Advocacy

Our team has the expertise needed to transform your organization's fan base into an army of advocates to champion your policy issues.

Capitol Hill Events  
Grassroots Communication/Action Alerts  
Talking Points/Messaging  
Coalition Building/Organizing



### Event Planning

PolicyWorks has the event planning expertise to plan and execute events that included key elected officials to advance your advocacy issues.



### Speech Writing

Need help with a speech or want a killer PowerPoint? PolicyWorks has you covered!



### Media Buying

PolicyWorks can put together a paid media campaign to meet your organization's goals.

Commercial Messaging  
Targeted Media Outlets



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government affairs | public relations

Learn more about our personalized service for your unique advocacy needs.

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