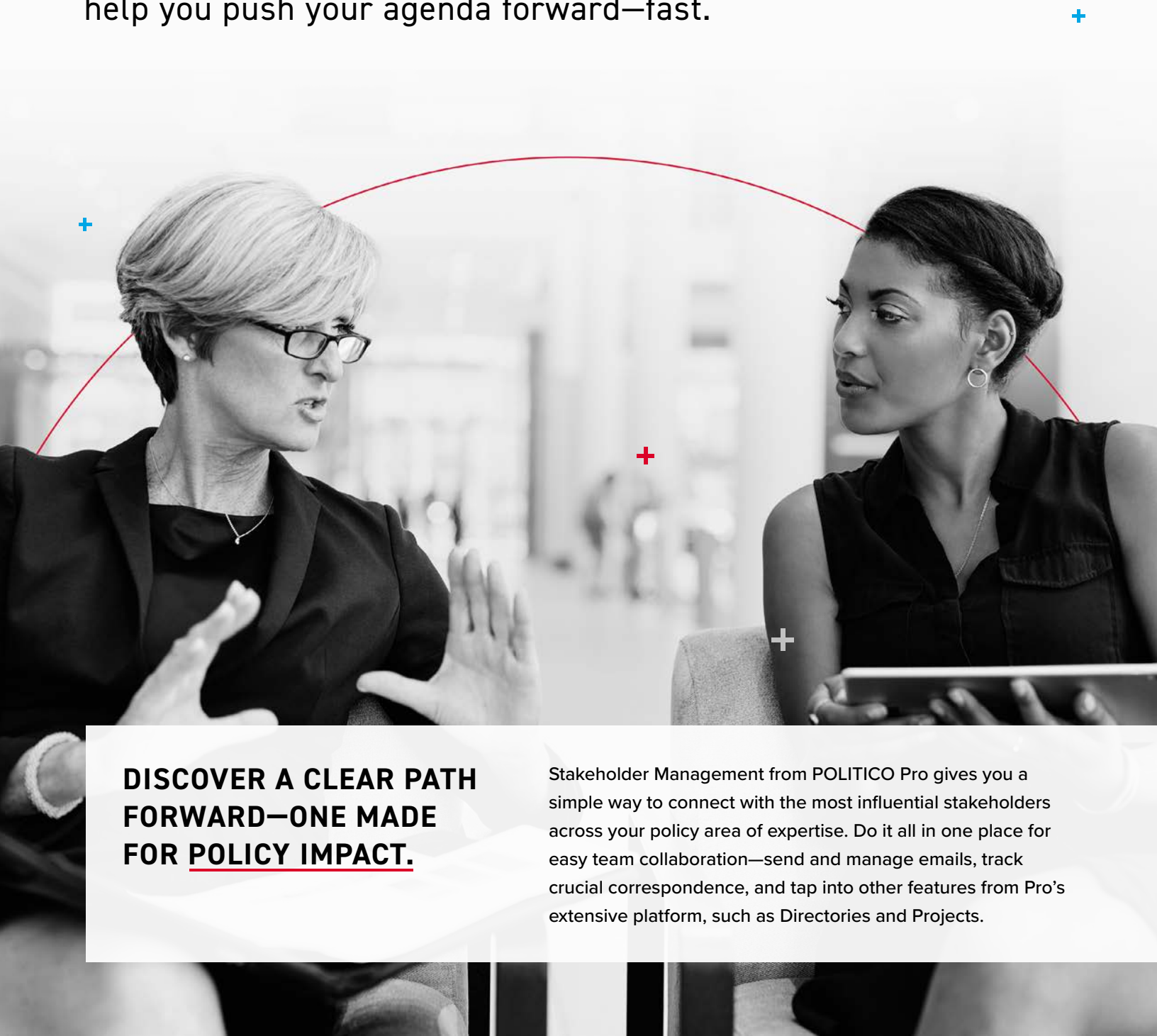


# 5 WAYS TO MASTER POLICY OUTREACH WITH STAKEHOLDER MANAGEMENT.

Stakeholder Management's complete set of features help you push your agenda forward—fast.

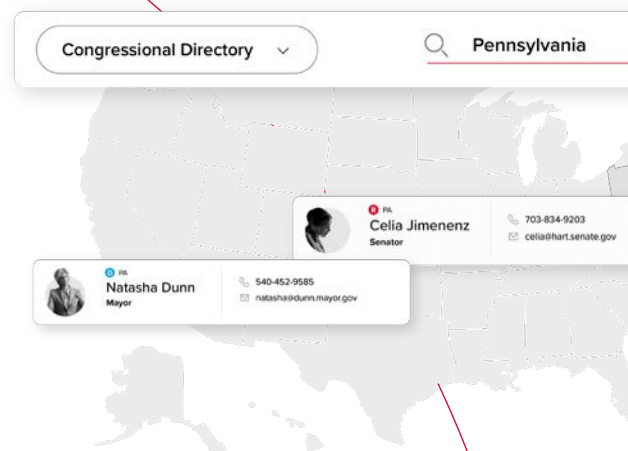


**DISCOVER A CLEAR PATH  
FORWARD—ONE MADE  
FOR POLICY IMPACT.**

Stakeholder Management from POLITICO Pro gives you a simple way to connect with the most influential stakeholders across your policy area of expertise. Do it all in one place for easy team collaboration—send and manage emails, track crucial correspondence, and tap into other features from Pro's extensive platform, such as Directories and Projects.

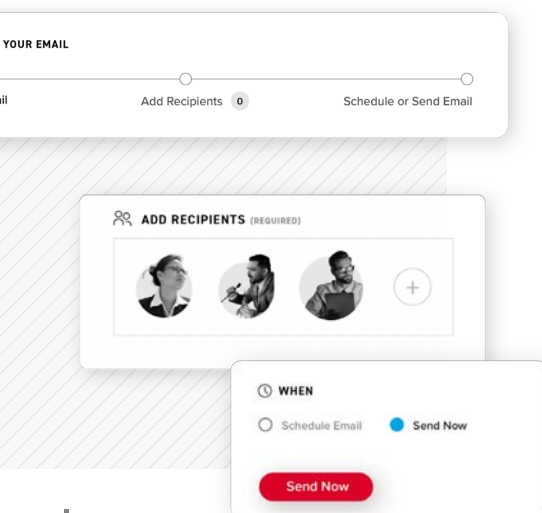
## 01 BUILD THE RIGHT RELATIONSHIPS, AT THE RIGHT TIME.

Source up-to-date contact information from Pro Directories or saved Projects, and use the search, filter, and list upload features to find and compile the right connections. Guide your policy strategy with Pro's additional tools for monitoring lawmaker and influencer dialogue across the Capitol floor, which offers you a wide view of the policy landscape.



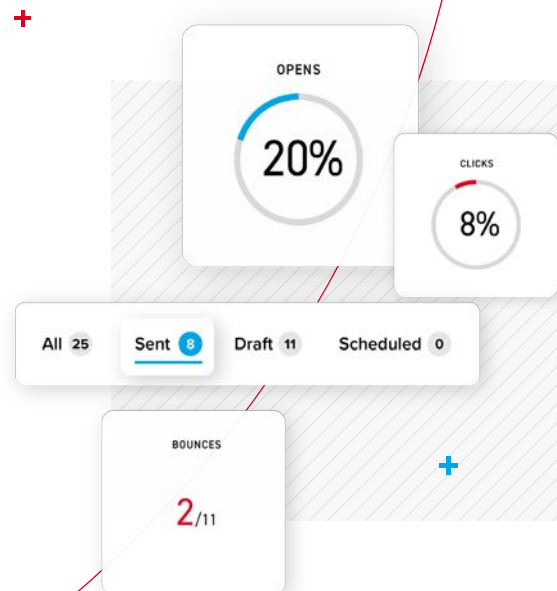
## 02 CUSTOMIZE, CONNECT, AND CHAMPION.

Once you've defined targets and created a messaging plan, Stakeholder Management's robust emailing and reporting features make executing vital outreach a breeze. Direct access to state officials, politicians, and staffers across Capitol Hill and state government allows you to leverage or upload custom contact lists that fit your initiatives. And that's just the start. Comprehensive functions like an easy-to-use email editor help you efficiently create and send emails, to map your communications priorities and get straight to your policy point.



## 03 REVIEW ANALYSIS TO REFINE OUTREACH AND INSPIRE INFLUENCE.

Stakeholder Management's Outreach Dashboard gives you at-a-glance insights that inform intentional action. Assess existing relationships and matchmake for new opportunities with an updated set of reporting, analytics, and insights capabilities. Based on these insights, you can update outreach for maximum impact. A view of top performing emails and participants ensures you refine your communications and foster the right relationships.



## 04 TRACK OUTREACH EFFORTS, AND COLLABORATE ACROSS TEAMS.

Easily set your teams up for success by collaborating in sync. Track interactions, including meetings, emails, notes and events, and streamline team assignments. Capture meeting notes, delegate follow-ups, and share updates in one place—so your teams can do everything from engaging new influencers to bolstering organizational image.

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**STATUS**

☐ Incomplete

☒ Complete

☐ All

EMAIL

25

SENT 8

DRAFTED 17

SCHEDULED 0

MEETINGS

59

IN-PERSON 41

PHONE 7

VIRTUAL 11

Followup with under secretary  
Meeting: Support for HR.9270

Jun 24

High

Alessandro Sc

## 05 TAP INTO MORE FOR OPTIMAL INFLUENCE.

Reaching crucial connections and setting a stage for your policy agenda is easy with Stakeholder Management. But you can dive even deeper with extensive access to Pro's platform. All in one place, access non-partisan news, analysis, and features from a single source to stay on top of crucial policy movement.

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## ENGAGE VITAL CONTACTS—AT VITAL TIMES.

Get exactly what you need to simply manage influential connections with Stakeholder Management from POLITICO Pro.

Let your policy prevail