



Helping Volunteers Communicate with Decision Makers...

Preparing the Message

As Extension Council members work to spread the word about the vital education that ISU Extension and Outreach is facilitating in Iowa's 100 extension districts. Please keep the following concepts in mind when you approach stakeholders and other supporters, and in assisting them in making contact with legislators, local leaders and the media. ISU Extension staff members are available to provide you with local data to be shared.

- Have stakeholders and program participants make the contacts with leaders to tell their stories.
- Help localize the story by providing data on how many people in your community depend on Extension

Questions to Consider

- What was an important local issue that was tackled and resolved with support from Extension?
- How many citizens attend programs and call on Extension for assistance in a year?
- How many youth are involved in 4-H activities?
- How many volunteers?
- How many families are educated?
- What impact does Extension's work with business, communities, families, agriculture and the bioeconomy have on the local economy or on the state of Iowa?

Ideas for Supporters:

- Make the contact personal.
- Describe participation in specific programs like Master Gardener, Leadership Training, 4-H, Community Management, or Pesticide Applicator training, etc.
- Keep the information short and to the point. Do not linger.
- Let leaders know how Extension impacted you, your family, and your community
- Indicate to the decision maker that Extension is education and education is prevention. Prevention education is more economical than intervention education

