



GOVERNMENT RELATION TOOL KIT



Doing government relations ? Want to diversify your income to finance your needs and projects ?

Whether it is to promote a legislative or regulatory measure or to seek financing for your operations or your development projects, it is likely that you are looking for government support. We are pleased to provide you with this tool kit to support your efforts and promote their success.

Do not hesitate if you wish to discuss and obtain the support of the BNP team in these steps with the various levels of government and/or take steps with the private sector. BNP specializes in NPOs and we have a highly efficient research department on grant programs and private sector donors.

Do not hesitate to contact us for more information on our services

Christian Bolduc, LL.B., ASC, C.Dir., CFRE
President and Founder

The Universe of BNP Philanthropic Performance

BNP Philanthropic Performance was cofounded over 24 years ago by **Jean Robert Nolet** and **Christian Bolduc**. Since then, nothing has been left to chance. **We are recognized for our rigour and our methodology.** That's our strength. And it has allowed us to develop service guidelines that are not simply a promise—they're **a guarantee of performance**. For BNP, each project merits in-depth analysis to determine the most suitable approach. One that opens the door to **success**.

Our objective is simple: **We want to help you bring your mission and social impact to life. We want to help you clear hurdles and complete projects by developing fundraising and social responsibility strategies that are effective and generate concrete outcomes.**

In October 2020, BNP Philanthropic Performance and The Goldie Company officially announced their partnership with the aim of supporting the philanthropic ecosystem at the national level. This alliance represents a total of **more than 70 years of experience and expertise**. And it is part and parcel of a desire to continue to professionalize philanthropy in Canada so that each organization can ensure the future of their cause.



6 STEPS FOR GOVERNMENT RELATIONS

1. **Define your needs:** Do you want the government change its law or regulation for your sector ? What is not covered by your actual income ? What is your operations needs ? What projects would you like to realize in the future ? What are the expected costs ?
2. **Do your homeworks :** What are the programs or government services that could finance your needs ? Prepare your case for support and show the impact if you realize your project. Statistics and numbers talk. Check the official government politics and political platform of the ruling party that you would answer Will you help government to face a challenge that is a priority for them ?
3. **Build up your supports:** If possible, obtain letters of supports from other organizations and partners in your community.
4. **Identify your contact people:** Identify people to contact. On the political spectrum: Mayor-Municipal councilor, your MP-MLA-Minister(s) office(s) political attaché. On the administrative side: municipal, provincial and/or federal level services or ministries in charge of programs you would like to contact for law changes or finance needs. Send those contact a request for a meeting with your case for support and letters of supports.
5. **Begin the lobby process:** Meet people in person if possible or virtually to exchange on your needs and case for support. Verify if there is still money in the program you want to submit a request, their openness to support your request, what is the main criterias to choose a project and if there is other options you were not aware of.
6. **Make your follow ups** and prepare your requests according to the programs.

FOLLOW-UP TOOL

GOVERNMENT LEVEL	MINISTRY- SERVICE	AUTHORITIES	CONTACT INFORMATION	PROGRAMS	STEPS TAKEN



EXCHANGE WITH OUR EXPERTS IN LOBBY AND FUNDRAISING

Moncton

Marc Lapointe, Vice President

Halifax

Glenn Massad, Consultant

Floyd Dykeman, Senior Consultant

1 888 528-8566

info@bnppperformance.com

bnppperformance.com

