



**CALIFORNIA TOBACCO  
ENDGAME CENTER FOR  
ORGANIZING AND ENGAGEMENT**  
A project of the American Heart Association.

# Tips for Engaging with Decision Makers

**Tips from San Bernardino Mayor Helen Tran and Councilman-Elect Mario Flores**

1. Build relationships with Decision Makers
2. Keep Trying – Be persistent
3. Follow up, follow up, follow up
4. Have presence
5. Get to know the staffers
6. Invite them to your activities and events
7. Provide presentation and public comments
8. Emphasize the importance of voting with your communities
9. See if anyone in your network has a connection or “in”