



ECONOMIC DEVELOPMENT ADVOCACY GUIDE

**Prepare for
Relationships with
Legislators**

**Educate and Empower
Legislators**

**Emphasize Shared
Goals and Mutual
Benefit**

**Create Two-Way
Communication
Channels**

**Foster Member-to-
Member
Communication**



ADVOCATE DISCOVER COLLABORATE

ABOUT MEDA



EMPOWERING MEMBERS TO DRIVE POSITIVE ECONOMIC GROWTH IN MICHIGAN

The Michigan Economic Developers Association (MEDA) is a membership association that provides services and programs to support economic development professionals from their early career as emerging leaders, through noteworthy successes, and well into retirement. We unite economic development professionals to foster sustainable growth and prosperity and aim to empower members with knowledge, advocacy, resources, and collaboration to drive positive statewide change.

We prioritize innovation, inclusivity, and ethical leadership, aiming to be the premier platform for economic development. Through knowledge-sharing, networking, and advocacy, MEDA contributes to vibrant, resilient, and equitable economies.

By upholding these principles, MEDA acts as a catalyst for positive economic transformation, creating lasting community impacts, and fostering a dedicated statewide network.

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Learn More:

MEDAWeb.org
We're on Facebook
and LinkedIn!

OUR COMMITMENT

Promoting Best Practices: Providing a dynamic space for professionals to exchange ideas, strategies, and best practices in economic development, ensuring continuous learning and improvement.

Advocating for Policies: Serving as a vocal advocate for policies that promote sustainable economic development, inclusivity, and social responsibility at local and state levels.

Fostering Collaboration: Facilitating meaningful connections and collaborations among members, partner organizations, and external stakeholders to address shared challenges and seize opportunities for growth.

Professional Development: Offering comprehensive professional development programs, training, and resources to enhance the skills and expertise of our members.

Diversity and Inclusion: Cultivating an inclusive environment that values and celebrates diversity, recognizing that varied perspectives drive innovation and contribute to the success of economic development initiatives.

Leadership and Growth: Embracing an open and transparent dialogue that fosters integrity, accountability, and commitment to the membership and financial investors.



ADVOCACY GUIDE

The Michigan Economic Developers Association (MEDA) plays a crucial role in advocacy by representing the interests of economic development professionals and organizations to policymakers and government officials. We work to promote policies, initiatives, and programs that foster job creation, encourage investment, and stimulate economic growth statewide.

Cultivating a culture of collaboration with legislators is not only vital for advancing policy objectives but also for ensuring that voices are heard and represented as experts in our industry. MEDA will support members' advocacy efforts.

KEY ADVOCACY ROLE OF MEDA



Policy Advocacy: Engaging with elected officials, state policymakers, and key community and business organizations to advocate for policies that support economic development.



Legislative Monitoring: MEDA analyzes, monitors, and advocates important economic development legislation and regulatory proposals.



Education and Awareness: MEDA develops and provides education/information to its members through programs and services to support their advocacy efforts.



Collaboration: We build and maintain strong working relationships with all stakeholders to advance mutual economic development goals.



Federal Program Support: Through our partnership with the International Economic Development Council, we advocate for federal programs and initiatives that promote economic development and economic competitiveness.



MEDA legislation monitoring

MEDA members receive legislative updates in their weekly Membership Minute newsletter, can log in to their Info Hub account to view a running list from the current legislative term, or participate in the Advocacy Committee to discuss bill statuses.

YOUR ORGANIZATION'S KEY ADVOCACY ROLE

- ✓ **Define your advocacy goal:** Clearly articulate the specific change to the outcome you want to achieve.
- ✓ **Research and analysis:** Understand the current state of affairs in economic development, identify key stakeholders, and analyze the political, social, and economic context of your project/issue.
- ✓ **Identify your target audience:** Tailor your messages to resonate with each audience through the most effective channels to reach them.
- ✓ **Develop key messages:** Articulate concise, compelling, and consistent messaging across all platforms.
- ✓ **Create a mix of advocacy tactics:** Select a mix of direct advocacy, grassroots organizing, media outreach, social media, and coalition building.
- ✓ **Build a communication plan:** Develop a comprehensive communication plan that includes media relations, social media, and public speaking engagements.
- ✓ **Initiate an education and advocacy program:** Provide training for all stakeholders on the issues – macro and micro – of your projects and issues you may experience.

MEDA MEMBERS CAN [LOG INTO THE INFO HUB](#) AND VISIT RESOURCES FOR A FULL VERSION OF MEDA'S ADVOCACY GUIDE WITH SPECIFIC STRATEGIES.

FUTURE MEMBERS, IF YOU'RE INTERESTED IN JOINING MEDA TO ACCESS THIS AND OTHER MEMBERSHIP RESOURCES, [CONTACT US](#), OR VISIT OUR [MEMBERSHIP PAGE](#).