

Step by Step Guide

Building an effective Government Relations Programme



Activity	Actions	Who is responsible	When	Date completed
Map system of government	Confirm tier (local/state or province/national); consider current political environment, policy priorities, budget cycle and funding opportunities.			
Define reason & objective	State why you're engaging and 1-2 time-bound objectives – what are you seeking to achieve (for example, if funding is the key objective, how much is being sought by when).			
Public value & policy fit	Link to outcomes (health, inclusion, education, economy) and relevant policies/strategies.			
Action required	Specify who must decide/sign what, by when.			
Choose pathway	Consider - are you participating in a Grants Programme (structured) or seeking an outcome through Discretionary/Proactive engagement?			
Grants preparation (if applicable)	Check eligibility/criteria/deadlines; map required docs; align to fund language. Prepare an evidence-based budget (itemised revenue, costs, sources for assumptions, contingency etc) aligned to deliverables and timelines.			
Discretionary preparation (if applicable)	Map approvals; prepare short proposal/one-pager which should include a high-level, evidence-based budget (itemised revenue, costs, sources for assumptions, contingency etc) aligned to deliverables and timelines; note sensitivities/mitigations.			
Stakeholder matrix	List decision-makers, influencers, community voices; set next action/owner/date.			
Collateral & messages	Compile 1-page overview – facts, brief case study/ testimonial (if applicable), data & insights etc. Draft letters*/proposal/3-5 clear, consistent key messages. *See Template Letters and consider utilising with updates relevant to your project.			
Timeline & calendar	Set realistic deadlines, engagement dates, decision points; note budgets/sittings/elections.			
Engage	Grants: submit complete application. Discretionary: request meetings and table collateral / materials.			
Follow-ups	Send promised info within 48 hours; confirm next steps in writing.			
Track & adjust	Log engagements, takeaways, owners, due dates; refine as needed.			
Decision & delivery	If successful: contract, deliver, involve officials at milestones. If not: seek feedback, re-engage.			
Maintain relationships	Quarterly, no-ask updates to keep relationships warm.			
Relational principles	Listen; be courteous and bipartisan; use plain language; be consistent and reliable. Position government as a partner.			

Step by Step Guide

Building an effective Government Relations Programme - T1 Rugby (1/2)



Activity	Actions	Who is responsible	When	Date completed
Map system of government	Confirm tier (local/state or province/national); consider current political environment, policy priorities, budget cycle and funding opportunities.			
Define reason & objective	State why you're engaging and 1-2 time-bound objectives – what are you seeking to achieve (for example, if funding is the key objective, how much is being sought by when).			
Public value & policy fit	Link to outcomes (health, inclusion, education – sport curriculum, economy) and relevant policies/strategies that the delivery of T1 Rugby can support as a non-contact physical activity – in schools or in the community via local Clubs and Unions. To assist, review T1 Rugby materials: • General Overview: https://www.world.rugby/t1rugby • For Delivery in Clubs: https://passport.world.rugby/coaching/t1-rugby/ • For Delivery in Schools: https://passport.world.rugby/coaching/t1-rugby/t1-rugby-schools-curriculum/			
Action required	Specify who must decide/sign what, by when.			
Choose pathway	Consider - are you participating in a Grants Programme (structured) or seeking an outcome through Discretionary/Proactive engagement?			
Grants preparation (if applicable)	Check eligibility/criteria/deadlines; map required docs; align to fund language. Prepare an evidence-based budget (itemised revenue, costs, sources for assumptions, contingency etc) aligned to deliverables and timelines.			

Step by Step Guide

Building an effective Government Relations Programme - T1 Rugby (2/2)



Activity	Actions	Who is responsible	When	Date completed
Discretionary preparation (if applicable)	Map approvals; prepare short proposal/one-pager which should include a high-level, evidence-based budget (itemised revenue, costs, sources for assumptions, contingency etc) aligned to deliverables and timelines; note sensitivities/mitigations.			
Stakeholder matrix	List decision-makers, influencers, community voices; set next action/owner/date.			
Collateral & messages	Compile 1-page overview – facts, brief case study/ testimonial (if applicable), data & insights etc. Draft letters* / proposal / 3–5 clear, consistent key messages. *See Template Letters and consider utilising with updates relevant to your project. Also refer to T1 Rugby materials available at https://www.world.rugby/t1rugby and consider enclosing as an attachment to demonstrate delivery readiness, depth of support / programme materials available and to address grant criteria (as applicable).			
Timeline & calendar	Set realistic deadlines, engagement dates, decision points; note budgets/sittings/elections.			
Engage	Grants: submit complete application. Discretionary: request meetings and table collateral / materials.			
Follow-ups	Send promised info within 48 hours; confirm next steps in writing.			
Track & adjust	Log engagements, takeaways, owners, due dates; refine as needed.			
Decision & delivery	If successful: contract, deliver, involve officials at milestones. If not: seek feedback, re-engage.			
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