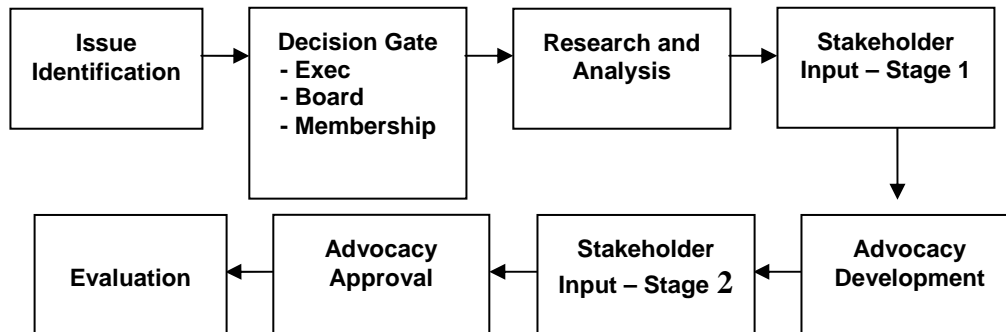


# Guelph Chamber of Commerce

## What is the Advocacy Resolution Development Process?



### Steps:

#### 1. Issue Identification

New advocacy positions should be developed around *issues*, identified by our membership or by our committees, which we can positively impact through our advocacy role. A standardized template will be developed to introduce such issues.

#### 2. Decision Gate

The Executive Committee will make the preliminary decision whether the issue falls under our strategic objectives and is of interest to the membership, or not. If the issue qualifies, the Executive Committee will then determine whether a survey of our membership is required and/or whether approval of the Board of Directors is necessary.

#### 3. Research and Analysis

The research and analysis phase will be carried out by an existing committee best suited to the topic, or by an ad hoc committee formed for this purpose. Based on the research results a concept paper or position paper will be developed for presentation to the Board for consideration.

#### 4. Member Input – Stage 1

If the board agrees that the issue is one which should be pursued further, the position paper will be posted to our website for an agreed-upon period of time in order to inform members and find out how the issues affect them. The posting can include a feedback form for members to provide input on the contemplated change. GCC will not respond to each individual submission but the input received will be considered during the advocacy process.

#### 5. Advocacy Development

The committee will consider information received from our membership and an initial draft advocacy document will be developed for submission to the Executive Committee, which will prepare a final draft advocacy resolution.

#### 6. Member Input – Stage 2

The final draft advocacy resolution will be posted on our website for an agreed period of time with a member feedback form for anyone wishing to comment on that resolution as written.

#### 7. Advocacy Approval

Taking feedback into consideration, the final advocacy resolution wording will be recommended by the Executive committee, for approval by the Board of Directors. The approved resolution will then be posted on the website and submitted to the appropriate organization for action (i.e. Municipality, Ontario Chamber, Canadian Chamber).

#### 8. Evaluation

GCC will build into the implementation plan for each new resolution an evaluation component to review the effect of the recommended change and provide ongoing status updates and feedback to the members.