



# Active Policy Solutions



## Overview

Active Policy Solutions provides government relations and advocacy support to clients specializing in sports, health, wellness, youth development, and civil rights policy.

Our team members have extensive experience in policy and government affairs work on the state and national level. We have Capitol Hill, non-profit and business experience. We have a proven track record of planning and executing large Capitol Hill advocacy days, and building strong grassroots advocacy programs through the process of teaching and motivating key interest groups.

We emphasize the importance offering of a collaborative and inclusive approach to advocacy that emphasizes forging and maintaining key relationships to drive mutually beneficial results. We draw on our experience of turning organizational initiatives into coalition and community led movements into successful strategies for our clients.

# Capabilities

Active Policy builds partnerships with our clients, to help them achieve specific goals. We work closely to understand their needs and objectives so that we can best communicate messages and meet desired outcomes. We provide an expertise in:

- **Strategic Policy Planning:** Designing legislative and advocacy campaigns to advance policy goals
- **Government Relations:** Cultivating and mobilizing relationships with stakeholders to educate policy makers about initiatives and advance legislative and policy goals
- **Advocacy (Legislative, Regulatory, and NGO's):** Providing leadership, representation, and persuasive messaging to key decision makers
- **Education & Outreach:** Creating educational materials on substantive issues, design training programs, and provide educational workshops for policy makers
- **Coalition Building:** Building coalitions with organizations and key stakeholders
- **Policy Research & Analysis:** Providing up to date information on the development, implementation and impact of public policy and the understanding of policy provisions, how they are implemented, and the impact on intended beneficiaries

# Practice Areas

Active Policy has a proven track record, specific expertise and concentration in the following areas:

- **Sport & Physical Activity:** with an emphasis on working to improve access and opportunities for underserved communities
- **Health & Wellness:** with an emphasis on advancing health policy and practices in schools, government and the workplace
- **Youth Development:** with an emphasis on promoting the benefits and outcomes of advancing healthy lifestyle and behavior change to federal officials
- **Civil Rights:** with an emphasis on using sports as a platform to achieve social justice outcomes for women, people with disabilities and the LGBT community including:
  - Title IX & Gender Equity
  - Disability Rights & Sports

# Government Affairs Spotlight

Our approach to government affairs is based on the importance of raising the profile of our clients among federal policymakers, regulators and advocacy organizations. To do this, we leverage our longstanding relationships to:

- Organize Capitol Hill Advocacy Days
- Sponsor congressional receptions
- Host congressional educational briefings
- Create congressional caucuses to provide forums to discuss our client's issues
- Arrange site visits to clients' programs from members of Congress
- Commission key legislation and policy reports, secure statements of support for our client's work from key policymakers
- Maintain regular client contact through informed individualized emails, of the client's activities

## Case Study

United States Tennis Association (USTA)

The USTA turned to Active Policy Solutions to expand its visibility in Washington, DC and to engage in issues that will expand the reach of its programs and raise its profile as a leading national governing body in using sport to promote positive social outcomes. APS organized and executed a week-long series of advocacy activities to highlight USTA's success in addressing youth development issues.

These efforts led to the creation of the first-ever Congressional Tennis Caucus and recognition by the White House of the USTA as a model national sports governing body.

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## Our Clients

Active Policy Solutions is committed to serving our clients' needs to the best of our ability. With our services comes a:

- Specialized expertise in sports, health and wellness, youth development and civil rights policy.
- Established network of long-standing and personal relationships with key policy makers, coalition partners and stakeholder groups.
- Respect and shared alignment with the passion and commitment to the mission and goals of our client's organization.
- Suaveness in navigating high risk political situations within organizations and among policymakers.
- Responsiveness and high level of personal attention to our clients' specific needs and objectives.
- Commitment to operating ethically and within recognized professional standards in the industry.