

## **Ten Things to Consider Before Writing a Policy Position Statement**

1. Fundamentally and broadly, what is your issue?
  - a. What is your purpose in writing a Position Statement
  - b. Can you express it in one sentence?
2. Do you wish to provide information or recommendations?
  - a. If you are only providing information, write a Whitepaper.
  - b. If you are providing recommendations, write a Position Statement.
3. Who cares about this issue?
  - a. What organizations or thought leaders have expressed a viewpoint on your issue?
  - b. Why do different organizations/individuals hold different views?
4. Whom are you trying to influence?
  - a. Government(s): Executive, legislative, and/or judicial branch? Multinational, national, or local?
  - b. Non-Governmental Organizations (NGOs) (Civil Society)?
  - c. For-profit organizations (private sector)?
  - d. The engineering community: IEEE members? All disciplines of engineering?
  - e. Public at large?
5. What do you know about the backgrounds of your intended (or unanticipated) readers?
  - a. Will they be familiar with the issue? Will it be a new issue for them?
  - b. How much of the policy/technical/economic/other background will you need to give them, and at what level?
6. What impression do you want to make in the first 60 seconds your reader looks at the paper? Can you choose a title and craft an initial sentence to achieve that?
7. What are your specific asks?
  - a. What action are you requesting (please do this or don't do that)?
  - b. What are you endorsing or supporting and (either explicitly or implicitly) asking the reader to endorse, support, or act upon?
  - c. What are you opposing and (either explicitly or implicitly) asking the reader to oppose or stop doing?
8. What research, analysis, experience, or other information do you have to support your asks?
9. What alternative views (opposing or just different) have been expressed by others and why should your asks to be preferred?
10. What additional assistance or support can you offer the reader?