How organizations attempt to influence public policy

Various organizations and institutions attempt to influence policy and public opinion in a variety of ways:

- Educating public officials and their staffs about the positive or negative effects of policy proposals;
- Conducting advertising campaigns and public relations initiatives supporting their views;
- Arranging for expert opinions and providing facts, data, and opinion polls to support their positions;
- Arranging for witnesses to testify before congressional committees;
- Encouraging their members to vote, communicate with their elected officials, and write letters to the media supporting their positions;
- Forming political action committees to contribute money to the campaigns of candidates who support their positions.