

How To Lobby

Research The Issue

- Impact on all involved
- Pros and cons

Know Your Opposition

- What are their issues?
- Be proactive by being prepared for their dissent
- Learn what they know

Know Your Supporters

- Broaden your influence
- Why should they help?
- What do they want in return?

What Is the Current Law?

- Use technical experts

Who Are The Players?

- Identify legislative relationships
- What committees are involved?
- What agencies are involved?

Develop An Action Plan

- Legislative contacts
 - Legislators
 - staffers
- Voting records for similar issues
- Letter writing
- Constituent contacts

Letter Writing

- Short and simple – ask for some action
 - Identify yourself and who you represent
 - Describe the issues
 - Status of current laws/pending legislation
 - Effect on constituency
 - Your position
 - Make it personal

How To Lobby (Continued)

Fact Sheets

- Statement
- Group's (your) position
- Status of legislation/law
- Reason to support/oppose
- Action you wish

Hearings

- Types
 - Legislative – proposed legislation
 - Oversight – existing statutes
- Offering testimony
 - Formal request to committee
 - Statements short and to the point
 - Do not read a long statement
 - Prepare a written analysis for longer statements
 - Be accurate, forceful and spontaneous
 - Plant questions in committee member's minds
 - Answer all questions politely
 - Do not be intimidated by hostile questions

Congressional Visits

- Staff
- Member profile
- Presentation
- Follow-up

Ten Commandments Of Lobbying

1. Know your facts and be accurate
2. Know your operation
3. Correct errors immediately
4. Plan, coordinate and follow-up on each contact
5. Avoid zealotry
6. Cultivate your allies
7. Know the legislative process
8. Spend your resources wisely
9. Grow thick skin
10. Win