



Growing Our Communities Together

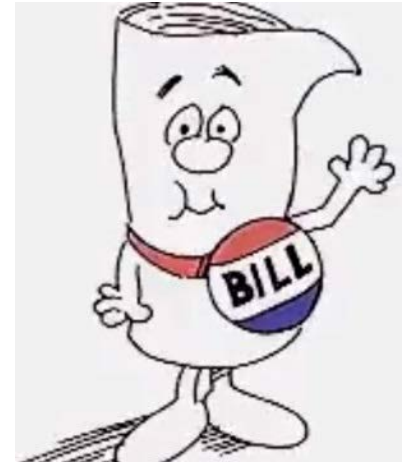
20 Steps to Effective Lobbying

Presented by:
Richard Sheets and
Shanon Hawk



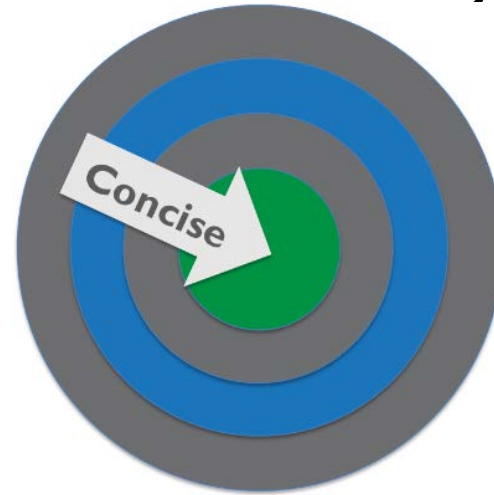
1. Identify the Bill or Issue

- Many bills are introduced in each session
- Try to give the bill number or describe it by popular title
 - For example, "public employee collective bargaining" or "changes to the Hancock Amendment"
- **Be specific**



2. Be Brief

- Many issues are complex, but your opinions and arguments stand a better chance if stated as concisely as the subject matter permits.
- It is not necessary that letters be typed - only that they be legible.
- **Be concise**



3. Be constructive

- If a bill deals with a problem you admit exists, but you believe the bill is the wrong approach, tell them what the right approach is.
- **Be positive**



Positive

4. Do Not Berate



- You cannot hope to persuade your Legislator of your position by calling them names.
- If you disagree with them, give reasons for your disagreement.
- Try to keep the dialogue open.
- **Be respectful**

5. Do Not Demand a Commitment Before the Facts Are In

- You have a right to know a Legislators present thinking on a question.
- However, when you, "demand to know how you will vote on H.B. 100," should bear in mind the complexities of the legislative process.
- **Be reasonable**



6. Be Timely

- Sometimes a bill is out of committee or has passed the House before a helpful letter arrives
- Inform your legislators while there is still time to take effective action
- At other times legislators are contacted on bills that have been "killed" in committee
- Contact your legislators at the appropriate time, which will be emphasized in:
 - The Legislative Bulletin or
 - By contacting League headquarters



7. Concentrate on Your Own Delegation

- The Representative of your district and the Senator of your Senatorial District cast YOUR votes in the Legislature
- They want to know your views



8. Express Your Own Views

- A personal letter (on business letterhead or personal stationery) is far better than a form letter or signature on a petition.
- Form letters are readily recognizable and often receive form replies.
- What is your personal viewpoint?
- How are you affected?
- These things matter.

9. Give Your Reasons for Taking a Stand

- Statements like, "Vote against H.B. 100; I am opposed," do not help much.
- If a legislator does not realize all the possible effects of a bill, your letter may help them understand what it means to an important segment of his constituency.

10. Share Your Expert Knowledge

- Of all the letters legislators receive, perhaps one in a hundred comes from a constituent who is an expert on the subject.
- The opinions expressed by others are important, and will be heeded, but this one is a real gold mine for the conscientious legislator.



11. Say “Well Done” When Deserved

- Legislators are human, too, and they appreciate an occasional "well done" from people who believe they have done the right thing.
- However, even if you think they were wrong on an issue, they would welcome a courteous letter telling them you disagreed and why; it may help them on another issue at a later date.

12. Do Not Make Threats or Promises

- Legislators usually want to do the popular thing
- However this is not their only motivation
- Most legislators want to do what is the best for the state



13. Do Not Pretend to Have Massive Political Influence

- Write your Legislator as an individual.



14. Do Not Become a Constant Pen Pal

- Quality, rather than quantity is what counts.

15. Develop Relationship

- It is most helpful to have a personal relationship with your legislators.
- If they perceive you as a "friend", rather than just another constituent who wants them to vote a certain way, they will be much more attentive to your views.
- Visit often with your legislators, not just when you need their vote on a crucial issue.

16. Advocate

- Local advocates can be very influential to Legislators due to:
 - Connections
 - Relationships
 - Expertise
- Advocacy is important both at home and in the state capitol.
- Advocacy can make a difference



17. Assess Your Connections

- If you do not know your Legislator, you can look at what social media connections you may have in common (i.e. FaceBook, LinkedIn)



18. Find Opportunities to Deliver Your Message

- One-on-One Meeting
- Community Events
- Political Events



19. Know Your Objectives

- Build a personal relationship with your legislators
- Educate your legislators on important facts about your city and the services provided by the city
- Explain the positive or negative impact certain legislation would have on your city
- Ensure that your legislators consider you a resource

20. Organize Meetings

- Many city officials organize a formal meeting in their city with their legislators, often a luncheon or a dinner
- To discuss their positions on legislation affecting cities.
- This is often done just prior to the start of the legislative session, but can be done during the session with advanced planning

Next Steps

- 1) Setting a meeting
- 2) The meeting
- 3) Follow up after the meeting



1) Setting a Meeting

- Contact Legislator
- Set a time, date and location for the meeting
- Ensure that they have proper directions and parking information
- Make sure the Legislator has your cell phone number in case they are running late or needs to cancel

2) The Meeting

- Do your research: find a photo, read their bio
- Review some of the legislation they sponsored in the past
- Determine if, through your research, you have something in common or can connect your issue to their values or legislative priorities.
- If you will be taking someone else with you, each person needs to do this homework
- If you have a group, determine who will be the lead speaker

3) Follow Up After the Meeting

- Be sure to quickly follow up after the meeting by providing any information you said you would get to the Legislator
- Send a hand-written note thanking them for their time
- Continue to develop the relationship by setting future meetings, inviting them to council meetings or other community events
- Be sure to schedule time to see your Legislators whenever you will be in Jefferson City during the legislative session

Summary of Steps for Effective Lobbying

1. Identify the Bill or Issue
2. Be Reasonably Brief
3. Be constructive
4. Do Not Berate
5. Do Not Demand a Commitment
6. Be Timely
7. Concentrate on Your Own Delegation
8. Express your own Views
9. Give Your Reasons for Taking a Stand
10. Share Your Expert Knowledge
11. Say "Well Done" When Deserved
12. Do Not Make Threats or Promises
13. Do Not Pretend to Have Massive Political Influence
14. Do Not Become a Constant Pen Pal
15. Develop Relationship
16. Advocate
17. Assess Your Connections
18. Find Opportunities to Deliver Your Message
19. Know Your Objectives
20. Organize Meetings



Growing Our Communities Together