

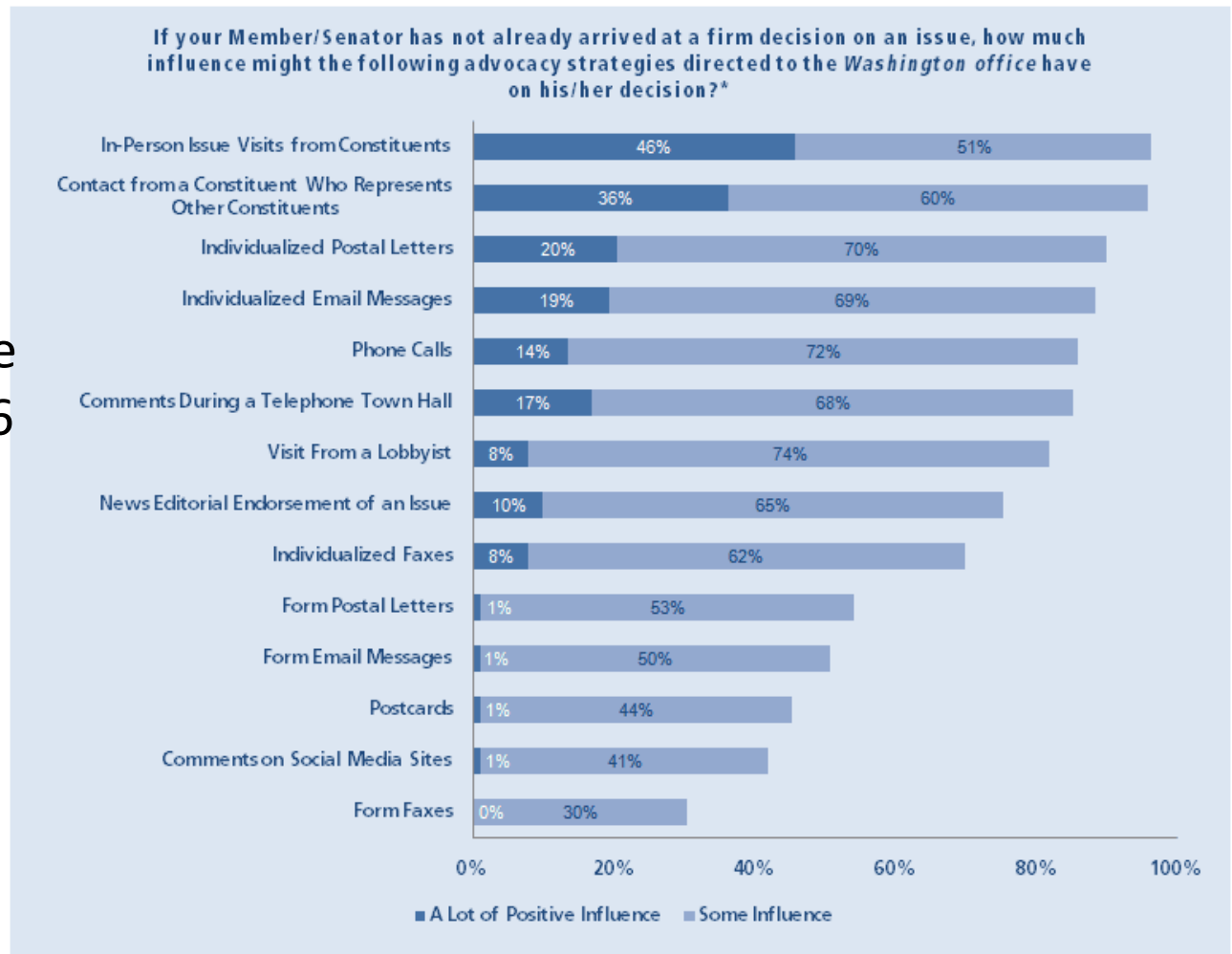
Make Your Voice Heard

Lobbying Tips for Advocates

RESULTS
the power to end poverty

Do What Works!

97 percent of Congressional staff say that in-person issues visits from Constituents influence policymakers, with 46 percent reporting it has a lot of influence. (Source: poll of more than 250 congressional staff by the [Congressional Management Foundation](#))



Preparing for Lobby Day

➤ Remember why you're there

- Remember that most lobbyists are coming in representing their own interests or the interest of an employer – NOT YOU
- Remember that you're doing this work because you care about the well-being of people you may never meet
- Remember that you are taking your time and your money to travel across the country to lobby Congress about poverty in America – WHO DOES THAT?
- Remember that democracy only works when we all participate – your work on Lobby Day makes America better and stronger



Preparing for Lobby Day

***The fear you feel is your courage
begging to be let loose***



Preparing for a Meeting

➤ Research

- Know the facts about your issue, legislation and position
- Know the facts about your legislator's position on the issue
- Know some background about your legislator (committee assignments, voting record, etc.)
- Go to <http://capwiz.com/results/dbq/officials/>

➤ Outline your agenda

- Assign roles, including a facilitator and note-taker and who will handle follow up
 - Lobby meeting planning form:
http://www.results.org/uploads/files/2014_RESULTS_IC_Lobby_Meeting_Planning_Reporting_Form.pdf
- Choose issues that will get priority – should have learned this on your lobby prep calls

Preparing for a Meeting

- Have a “thank you” ready
- Use personal stories when you can, i.e. use as illustration of the systemic problem
- **Have leave-behind information available**
 - May not get to discuss all the issues you want
 - Have a one or two page, easy-to-read sheet you can leave behind that outlines the issues and your request or “ask”
- **Practice, practice, practice**
 - Write down your individual parts
 - Role play the meeting with everyone who plans to attend
 - Take notes with you but use them only when you need them

Messaging Tips

➤ **Use Stories**

- Legislators and the media want to know how your issue is affecting people in their constituency
- Putting a face on the issue takes it from the factual to the emotional, which is important in influencing people

➤ **Focus on the solution more than the problem**

- State the problem but don't spend all your time on it – people want to know you have a solution

➤ **Talk about the economic benefits of your issue**

- Talk about the impact of a program or idea on local businesses and the economy, e.g. Medicaid expansion will bring a lot of money into our state which will strengthen our economy

Conducting a Meeting

- **Have a conversation = build a relationship**
 - Find ways to connect (common interest, background, etc.); conversation creates a more relaxed atmosphere
 - Look them in the eye (don't read unless you have to)
 - Keep conversation on track
 - Ask to collaborate, be a resource for them
- **Ask and Listen**
 - Don't be afraid to ask them questions
 - *Actively* listen to what they are saying
 - Take good notes for follow-up
- **Be polite, respectful, and bold**
 - Be confident in your request and ask for specifics

After the Meeting – Follow up!

- If you didn't get a face-to-face meeting, schedule one for back home while in their office
- Follow-up as soon as possible
 - Furthers the relationship and reminds them you are paying attention
- What to include in your initial follow-up:
 - Thank you
 - Reiteration of your request
 - Any supplemental information you want to include (be brief)
- Within a week of your meeting, check in with legislator/staff on the status of your request



I ALWAYS
WONDERED WHY
SOMEBODY DID'NT
DO SOMETHING ABOUT
THAT, THEN I REALIZED
I AM SOMEBODY