

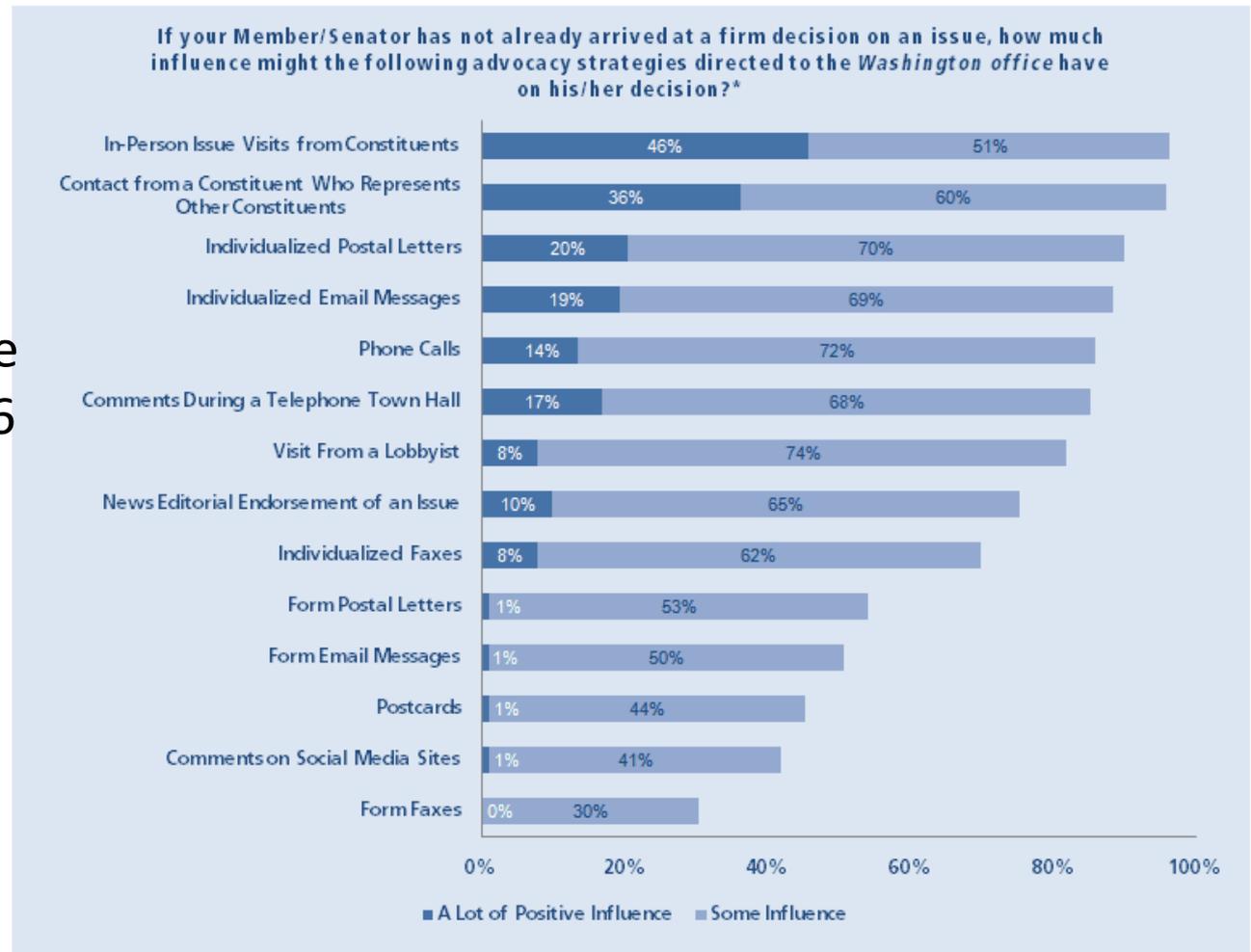
# Make Your Voice Heard

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 a 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](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