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Lobby 101 Training

Welcome!

Use the chat to introduce yourself

- **Name & pronoun**
- **City**
- **One word that describes why you're joining**





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poll

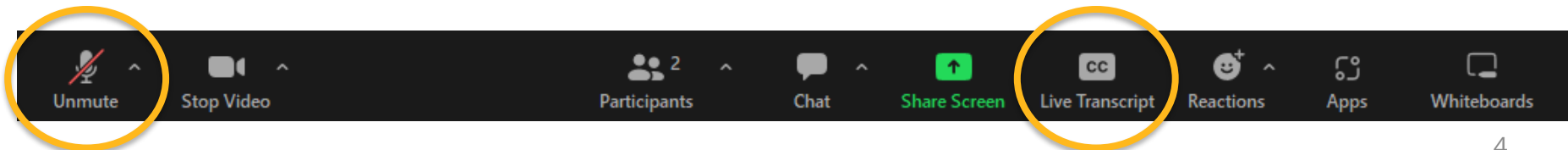
Keep in mind...

- ✓ Stay on mute
- ✓ Private chat us if you have tech issues
- ✓ Live transcript available



Zoom tip

Want to rename yourself?
Right click on your
Zoom square & select
"rename"





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The basics

What is a lobby meeting?

A meeting with our elected officials or their staff, to influence them to take action around an issue.

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Goals of lobby meeting

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Build
relationship

Introduce
group as
resource

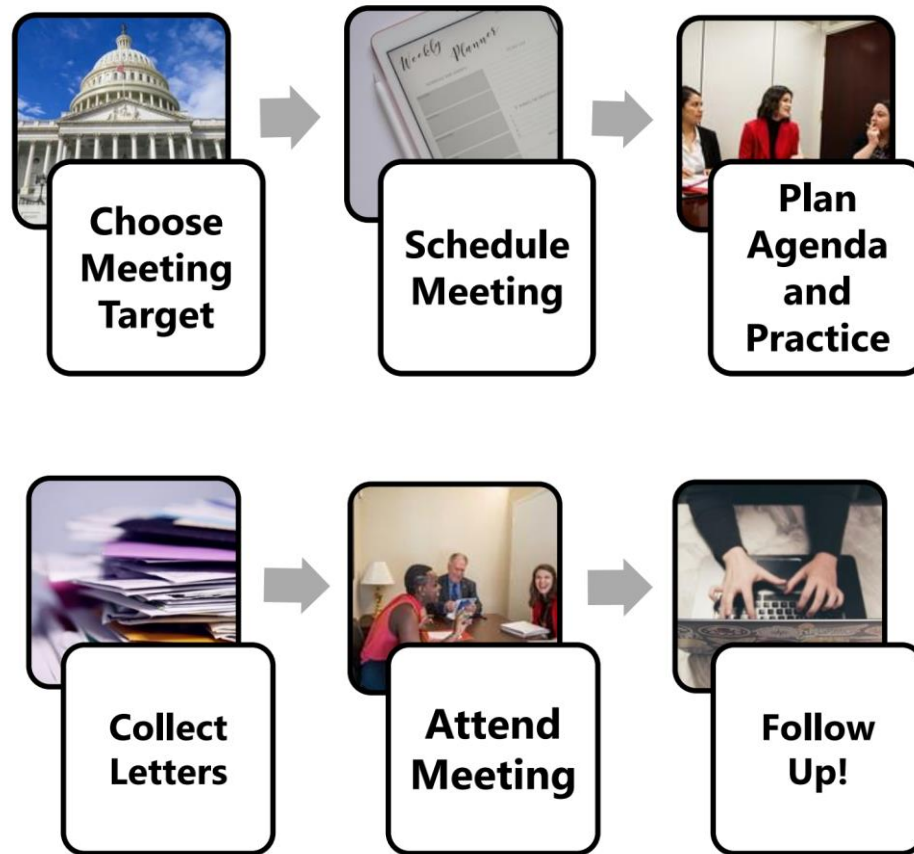
Prove
community
cares

Educate on
issues

Gather intel

Get
commitment

Steps to a successful meeting



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Set up the meeting

Identify your target

- ✓ Which member of Congress?
- ✓ What issue(s) will you cover?
- ✓ Face to face or with staff?
- ✓ In district? Virtual?

Champion Scale

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Opponent
-1

Neutral
0

Supporter
+1

Advocate
+2

Leader
+3

Champion
+4


Champion Scale Worksheet

Research your target

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Legislator Look-up

Profile ✕



Senator Raphael Warnock Rev.
Democrat-GA

Contact

Political

Staff

Capitol Address 388 Russell Senate Office Building
Washington, DC 20510

Capitol Phone (202) 224-3643

District Address 3625 Cumberland Blvd Ste 970
Atlanta, GA 30339

District Phone (770) 694-7828

District Fax (770) 612-2471

Web Site <https://www.warnock.senate.gov/>

Facebook <https://www.facebook.com/reverendwarnock>

X <http://www.twitter.com/ReverendWarnock>

YouTube https://www.youtube.com/channel/UCEARDmtU8htGQ_hqviHGrVA

Close

Congressional Scorecard

Updated: 2/14		118th Congress: House of Representatives						
		Child Tax Credit						
		118th Congress: Voted for the Tax Relief for American Families and Workers Act	118th Congress: Signed on to be an original co-sponsor: American Family Act	117th Congress: Signed Jayapal-Gomez pro-CTC letter	117th Congress: Voted for American Rescue Plan (expanded the Child Tax Credit in 2021)	117th Congress: Voted for Build Back Better Act (to continue the extended CTC with full permanent refundability)		
Member	State	P	District					
Totals				357	207	52	171	174
Peltola, Mary	AK	D	AL	X	X			
Aderholt, Robert	AL	R	4					
Carl, Jerry	AL	R	1					
Moore, Barry	AL	R	2					
Palmer, Gary	AL	R	6					
Rogers, Mike	AL	R	3					
Sewell, Terri	AL	D	7	X	X		X	X
Strong, Dale	AL	R	5	X				
Crawford, Rick	AR	R	1	X				
Hill, French	AR	R	2	X				
Westerman, Bruce	AR	R	4	X				
Womack, Steve	AR	R	3	X				
Radeewagen, Amata	AS	R	AL					
Biggs, Andy	AZ	R	5					
Ciscomani, Juan	AZ	R	6	X				
Crane, Eli	AZ	R	2					
Gallego, Ruben	AZ	D	3	X	X		X	X
Gosar, Paul	AZ	R	9					
Grijalva, Raul	AZ	D	7	X	X	X	X	X
Lesko, Debbie	AZ	R	8					
Schweikert, David	AZ	R	1	X				
Stanton, Greg	AZ	D	4	X			X	X
Aguilar, Pete	CA	D	33	X	X		X	X
Barragan, Nanette	CA	D	44	X	X	X	X	X

results.org/volunteers/lobbying

Send the meeting request

Type of Meeting	How to Schedule
Face to face with member of Congress	<ul style="list-style-type: none">• Send an email to the scheduler in DC office• Call the DC office and ask to speak to the scheduler• It does not hurt to do both!
Meeting with DC office staff	<ul style="list-style-type: none">• Email the staffer directly• Email the scheduler with your request and issues you'd like to discuss
Meeting with in-district staff	<ul style="list-style-type: none">• Email the local office with your request and issues you'd like to discuss• Call the local office and schedule directly with an aide

Send the meeting request

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1. Identify the staff using
Legislator Look-up
2. Derive email using formula
3. Send request with topic of
meeting and suggested dates

SENATE

firstname_lastname@senatorlastname.senate.gov

HOUSE

firstname.lastname@mail.house.gov

Find meeting request templates
at results.org/lobbying

Dear _____ (scheduler/staff name):

*My name is _____ and I am a constituent of Sen./Rep.
_____ from _____ and a volunteer with RESULTS.*

*On behalf of _____ (RESULTS chapter name), we are
requesting the opportunity to meet with the
(Representative or Senator) to discuss domestic and
global poverty issues, including child nutrition (SNAP)
and global malnutrition that constituents care about
deeply.*

*We'd like to meet in person in the (state/district) with
additional constituents and RESULTS members joining
virtually. We'd also be willing to meet virtually. Will you
please get back to us with possible dates in the coming
month or two? Thanks in advance!*



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Lobby prep

Sample Meeting Agenda

1) Introductions

2) Thank you

2) Personal Story

3) Overview of the issue(s)

4) Call to action: "Will you support _____?"

What does this look like?

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What motivates you? What are you passionate about?

How did you get into public service?

Has the Congressmen supported global nutrition efforts in the past?

What is the Congressperson's position on fighting malnutrition through USAID?

Is there additional information we can provide to your office?

Meeting Roles

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Attendee

Notetaker

Timekeeper

Facilitator

Issue
overview

Personal
share



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Attend and follow-up

Tips when attending

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- ✓ Be yourself
- ✓ Nerves are normal
- ✓ Power in attending
- ✓ Confirm logistics
- ✓ Take a picture



RESULTS MN meeting virtually with Rep. Dean Phillips, 2020



**“Do not underestimate your impact...
One meeting may not feel like you are
changing the world. Your advocacy
really does make a difference!”**

Anna Dieterich
former staff for Senator Murkowski (AK, R)

Follow-up

- Send an email to the office and reiterate your request
- Include:
 - Lobby leave-behinds
 - Address questions from meeting
 - Photo
- *Where the relationship begins!*



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Powerful speaking

"EPIC" Laser Talk Model

E – Engage

P – Problem

I – Inform

C – Call to action

E - Engage

Capture your listener's attention with a dramatic fact, short statement, or personal story.

In the case of a lobby meeting, we would be talking to the staffer or even the member of Congress.

P - Problem

Present causes of the problem you introduced in the first section.

How widespread or serious is the problem? How has the problem impacted you or your community?

I - Inform

Inform the listener about a solution to the problem you presented.

You might cite a recent study or tell a first-person account of how the solution has impacted you or others you know

C – Call to action

Call to Action answers the question “so what do you want me to do about it?”

Make the action something specific you can follow up on. Frame it as a yes or no question.

Example

Engage	<p><i>Personal Story</i></p> <p>We know how to keep moms and babies healthy and thriving. Yet still: 300,000 women and girls die every year from lack of basic healthcare for pregnancy and birth. And 2.3 million newborns die in their first months of life.</p>
Problem	<p>The problem isn't a need for a new medical intervention that doesn't exist yet. It's ensuring that all people, no matter where they live, have access to lifesaving healthcare and basic nutrition. Things like routine healthcare for women and babies, access to emergency hospital care, training for health workers, access to lifesaving vaccines, and nutrition supplementation have all proven to save millions of lives every year.</p>
Inform on Solution	<p>USAID, the primary federal agency that administers foreign aid and development assistance, has a strong record of supporting maternal and child health programs that make a difference. In 2021 alone, USAID helped increase access to essential care for more than 59 million women and children.</p>
Call to Action	<p>We have the resources right now to ensure all children, no matter where they live, can access their rights to health and nutrition. We're asking you to help us make that possibility a reality. Will you support lifesaving maternal and child health programs by including \$1.15 billion for USAID Maternal and Child Health programs in your FY25 budget request?</p>

Raise your voice – *right now*

RESULTS Solidarity Action

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Make your voice heard!

Stand with millions of people who are struggling with high rents and unaffordable housing.

SHARE YOUR TESTIMONY

Millions of households across the United States, especially those living in poverty, are feeling the effects of high rents. Too many people in our communities are just one emergency away from being evicted or losing their homes – and they often must make hard choices between paying rent and paying for other necessities like food, healthcare, or childcare.

RESULTS advocates are mobilizing our communities to show our members of Congress that it needs to take action to make housing affordable, and you can add your voice. Even for many people living in poverty, working hard and as many hours as possible are not enough to afford rent. With rents rising, we're seeing more and more people experience homelessness. Congress needs to do more to make housing affordable for all.

We must address the housing crisis with more investments, more funding, and more long-term solutions that work for all those living in poverty, and Congress has the responsibility to act.

Share your testimony and demonstrate community support for action around affordable housing

How has this issue affected you or your community? Why do you care?

Share your testimony here

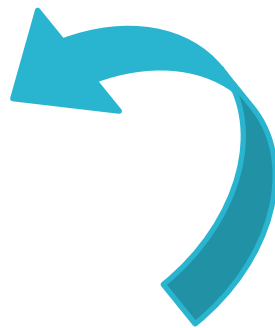
First Name*

Last Name*

Email Address*

Phone

555-555-5555



follow along!

results.org/raise-your-voice-us | results.org/raise-your-voice-global

The RESULTS logo consists of a white speech bubble with a red outline and a red tail pointing towards the bottom-left. Inside the bubble, the word "results" is written in a bold, lowercase, red sans-serif font.

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Lobby with RESULTS



Community of Change

What to expect when lobbying with RESULTS?

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- Connect to your lobby team (based on city/state)
- Be included on plans to lobby your members of Congress
- Participate in lobby prep
- Attend lobby meetings
- *3-6 hours/month*
- *February – May*

How to get involved

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Step 1

- Fill out the **lobby interest form**
- Questions? Email Alicia @ astromberg@results.org

Step 2

- **Receive an email** with follow-up resources
- Schedule a 1:1 if you still have questions

Step 3

- We will **introduce you via email** to your lobby team
- If you are already in a RESULTS group, no need to fill out the form

Resources

Lobbying

- [Guide - Meet with Congress](#)
- [Lobby Resource Hub](#)
- [Legislator Look-up](#)
- [Congressional Scorecard](#)
- [Champion Scale](#)

Powerful Speaking

- [Guide - EPIC Laser Talk](#)
- [Current Laser Talks](#)
- [EPIC Worksheet](#)

Amplify your meeting

- [Solidarity Action – US](#)
- [Solidarity Action - Global](#)



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 **@RESULTS_Tweets**

 **/RESULTSEdFund**

 **@voices4results**

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