



The ABCs of How to Lobby

Ask for Support

- *Know your objective* - The purpose of the meeting is to gain the legislator's support and commitment to vote for your position on the issue.
- *Personalize the request* - Face-to-face meetings are one of the best ways to communicate. Make certain the legislator understands you are there to demonstrate that this issue affects his or her constituency.

Be Brief... and Prepared

- *Respect the legislator's constraints* - You will probably only have a 15 to 20 minute meeting, so be on time and be prepared to make your points quickly and get your message across in 5 to 7 minutes.
- *Make your points concisely and coherently* - When possible, provide bill number and titles.
- *Be knowledgeable about the issue* - Know the facts and what the opposition is saying.
- *Emphasize how the issue affects you* - Explain the impact on your business, your employees, and your community.
- *Do not guess* - If you are unsure about the answer to a question, offer to follow up with more information.
- *Leave a fact sheet* with the legislator that summarizes the issue.

Close the Deal

- *Be persuasive* - Present your viewpoint politely but convincingly. Speak concisely and with commitment. Stress the positive impact of the legislation you support and relate the negative impact of opposing the legislation.
- *Be firm* - Find out where your legislator stands on the issue. Ask what position and what action he or she will take. If the legislator does not yet have a position, ask when you can expect an answer.
- *Listen carefully* - Hear what the legislator says regarding his or her concerns and position. Unless you hear, "I am with you" do not count on the legislator's vote.
- *Follow up* - Always send a thank you letter for the meeting. Include a brief summary of your position and any new information you may have.