



Lobbying 101

LEARN TO LOBBY

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ADVOCACY INTEGRATION PLAN

What are 3 major advocacy “buckets” for my organization (ex. State Education Policy; Federal HHS Funding, Local Public Health Policy)?

Based on those “buckets”, which politicians will I need? (State, federal, local)

What relationship-building activities will I engage in:

- ☐ Getting to know them
 - Get on their email lists (office and campaign)
 - Ask for advice
 - Attend an official function
 - Attend a fundraiser
 - Attend a community event where they will be present
 - Popping by to say, ‘hello’
- ☐ Legislative Education (who you are, what you do, how it can be helpful to their district)
 - Host a walk-thru/Legislative Breakfast
 - Do an “information session” at the State House
 - Meet one-on-one

What political capital-building activities will I engage in:

- ☐ Being helpful
 - Speak up when they’re getting heat
 - Write a letter to the editor
 - Praise them on social media
- ☐ Thanking them
 - Calling their office or writing a letter or email
 - Social media

- Campaign
 - Donate
 - Volunteer

How will I ease my volunteers/members/supporters into the role of advocates?

- Start including Legislative/Regulatory/Budgetary updates in e-newsletter & social media
 - When applicable, mention what area elected officials are doing on the issue
 - Include a regular “who are my elected officials” [link](#)
- Invite them to a Legislative Breakfast or walk-thru
 - Have them prepare a 30 second “elevator speech” (name, where in the district they are from, and how the organization has made a difference in their lives)
 - Have them follow-up with a phone call or email thanking their legislators for attending
- Invite them to an Issues Forum
 - Have them write down what town they are from on their name tags
 - Make sure they meet their legislator
 - Get them to take a photo and post, tagging the non-profit, the elected official, and using event hashtag
- On National Voter Registration Day, have [forms](#) and e-alerts ready

This section crosses over into Lobbying. Before I do this, I will educate myself on the state/federal rules around lobbying.

Once I have done this for at least a year, I will:

- Have an advocacy info session & training
 - Ask them to commit to one phone call per year
 - Provide them with talking points
 - Make sure they are calling *their* legislator
- Hold “phone bank” parties
 - Create talking points and a system for logging the results of their calls
 - Let them know the outcome of their advocacy
 - Ask them to thank their elected officials