Fundamentals of Lobbying

Know the key players and the process

Start with the designated aid or assistant – get them to sell your program to their boss

Come prepared with or send:

- Data & specific statistics pertaining to your issue
- Who is affected?
- A general knowledge of the extent and make-up of the area you are representing
- One or more affected constituents as well as the number your organization represents
- Personal stories illustrating the problem
- Possible solutions(s)
- Printed handouts with all key points and statistics – saves them from taking notes and gets them the facts
- Calling cards with your contact info

Be concise, as brief as possible, and on point – Stick to your issue(s)

Always leave with a reason to touch base again soon

E-mail a thank-you and a promise to follow up with additional material

Follow up with promised material and offer additional assistance