TOP 10 EFFECTIVE LOBBYING TIPS

1) First, take the time to create an ACTUAL strategy...tactics are not a strategy. Before you start, define your goals and build a realistic plan to achieve them.

2) Play to your strengths and understand your weaknesses—leverage your grassroots, the press and emerging political opportunities. Every group has different strengths. When possible, work in coalition.

3) Start early in the legislative process, stick with it and realize progress often takes a long time (as in several Congresses or legislative sessions). Be persistent without being a pest.

4) Be reasonable, thoughtful and specific—put yourself in the shoes of the person you are lobbying and figure out win/wins. Bring them some solutions, not just the problem.

5) Be honest and straightforward—play the long game—you are building a relationship. This is not a one night stand.

6) Have good, USEFUL and unique information. Facts and science do matter. You need them to back up your argument and they can change opinions.

7) Maximize each interaction with the Member’s office. Respect their time and help them do their work. They should see you as a resource, not a burden.

8) Where possible, get personal. Stories work.

9) Be aware of external events and the political context and how they can affect your issue...to legislators, it’s not always all about you or your issue!

10) “Follow Up is the Chariot of Genius” This is not rocket science, but most people don’t take the time to follow up. That is often the difference between success and failure.