

Everything You Wanted To Know About Lobbying But Never Thought To Ask!

THE 10 INFORMAL RULES OF LOBBYING

- 1. Consider Yourself an Information Source** – Legislators have limited time, staff, and interest on any one issue. They can't be as informed as they might like all issues – or the ones you are about. You can fill the information gap.
- 2. Tell the Truth** – There is no faster way to lose your credibility than to give false or misleading information to a legislator.
- 3. Know who else is on your side** – It is helpful for a legislator to know what other groups, individuals, state agencies, and/or legislators are working with you on this issue.
- 4. Know the Opposition** – Anticipate who the opposition will be – individual or organizational. Tell the legislator what their arguments will likely be and provide them with the rebuttal information.
- 5. Make the Legislator aware of any personal connection you may have** - No matter how insignificant you may think it is, if you have friends, colleagues, or relatives in common – let them know! Our legislative process is informal, and these things will stand out.
- 6. Don't be afraid to admit you don't know something.** It's fine to not know everything. If they ask something you don't know, assure them you will find out and get back to them. And then, do it!
- 7. Be specific about what you are asking for.** If you want a vote, information, answers to a question, colleague lobbying, make sure you make the direct ask and get an answer.
- 8. Follow up.** It is very important to find out if your legislators did what he/she said they would. It is very important that you thank them or ask them why they did not do what they said.
#accountability
- 9. Don't burn any bridges.** It is very easy to get emotional about the issues you feel so strongly about. That is fine but be sure that no matter what happens you leave your dealings on good enough terms to be able to go back to them. Remember, your strongest opponent on one issue may be your strongest ally on another.
- 10. Remember! YOU ARE THE BOSS!** Your tax money pays legislators' salaries, the paper they write on, the phone they call you on, and the staff that serves them. You are the employer; they are the employee. Be courteous but don't be intimidated. They are almost always grateful for your input and information.

