



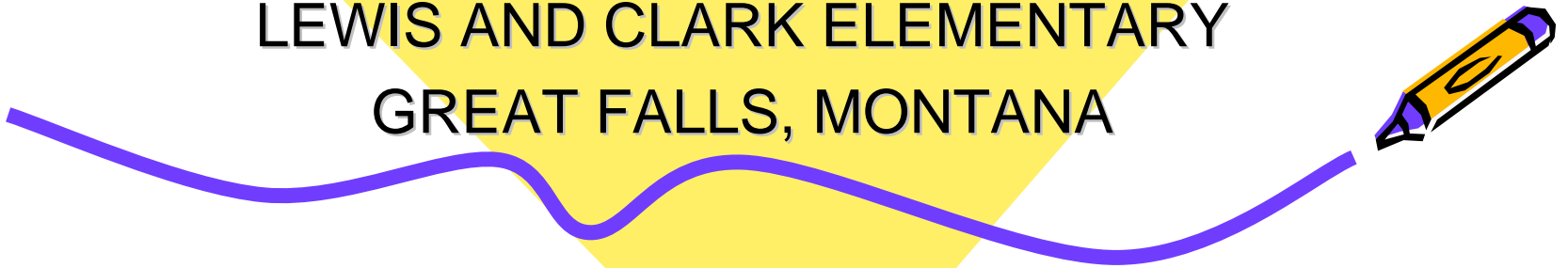
I TEACH!

PATTY MYERS

SECOND GRADE

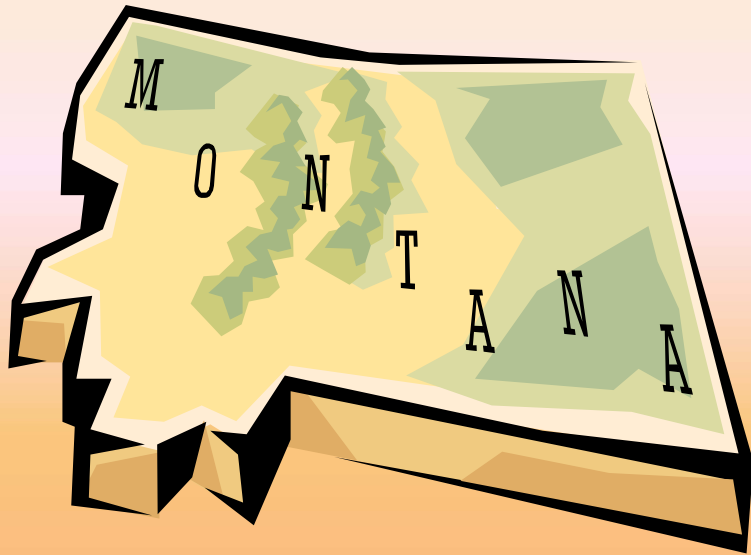
LEWIS AND CLARK ELEMENTARY

GREAT FALLS, MONTANA



# MY JOURNEY





**From Montana to  
DC and back--again  
and again and  
again...**



# **WHY SHOULD YOU LOBBY?**

- **You can make a difference.**
- **People working together make a difference.**
- **People can change laws.**
- **Lobbying is a democratic tradition.**

# **WHY SHOULD YOU LOBBY?**

- **Lobbying helps find real solutions.**
- **Lobbying is easy.**
- **Policy makers need your expertise.**
- **Lobbying advances your cause.**

# **HOW TO LOBBY**

**Remember that your goal is to convince an individual of the merits of your position.**

**Your goal is not to threaten or antagonize but to influence on the basis of your knowledge and understanding of the issues.**

# HOW TO LOBBY

- **KNOW YOUR ORGANIZATION**
- **KNOW THE PERSON YOU ARE LOBBYING**
- **KNOW YOUR ISSUE**
- **KNOW YOUR OPPOSITION**


# Do's

- Address the person properly
- Identify yourself immediately at each contact. Have a business card handy with all of the necessary information.
- Refer to the topic you want to discuss early in the conversation—either by name or by bill number—I have found that most times, the name works better for reference.
- Use your own words.
- Be brief but courteous.

# Do's

- Establish your own credentials—why are you an expert on this topic?
- If possible give the person something in writing to which they can refer later.
- Get to know the staff--they can make or break the opportunities to talk to their boss.
- If something is said off-the-record always respect that and keep it confidential.
- If writing, make sure that you include your contact information and make your signature legible.
- Keep the door open by refraining from combative discussion.

# Don't

- Begin your discussion with threatening language—As a citizen...
- Don't apologize for taking up their time. Just be brief and to the point.
- Don't be arrogant, condescending, or threatening. 
- Don't argue or back someone into a corner.
- Don't send copies of a form letter unless you take the time to include a personal note.

# QUALIFICATIONS OF AN EFFECTIVE LOBBYIST

- An intelligent command of the issue
- A commitment to the cause
- Enthusiasm and sincerity
- A sense of humor and the ability to roll with the punches



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- What is the name of the person who represents you in your state legislature?
- Who are your senators?
- Who is your representative?
- Are there restrictions concerning how you lobby in your state?



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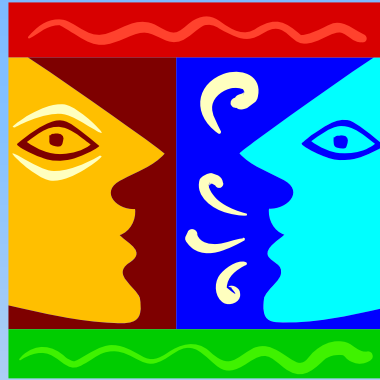
- Name one issue of critical importance to you right now.
- Who would be your contact?
- What would be your talking points?

# QUALIFICATIONS OF AN EFFECTIVE LOBBYIST

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Did that sound like you?

I think so!



Good luck!

Thanks for listening.