

10 Tips for Lobbying Success

10 **SCHEDULE YOUR APPOINTMENT**

Write or call to make an appointment with your legislator in advance.

9 **BE FLEXIBLE**

Legislators' schedules get juggled at a moment's notice. You may meet with a legislator in their office, the hall, the cafeteria, or you may meet with a staff person instead. Often staff knows much more about your issue than the legislator and the legislator relies directly upon staff for advice on various issues.

8 **BE INFORMATIVE**

Let the office know your issues when you write or call to make an appointment. This way, the legislator and their staff will be better prepared for your meeting.

7 **BE PREPARED**

Know your college, key programs, and the students, businesses and broader community served by your college. Know the facts of the issue and both sides of it. Be prepared to discuss the effects of policy changes on the college individuals concerned. Bring a one-page summary of the problem and your solution.

Research your legislator—knowing their background helps you make a connection and communicate effectively. What is their background? What are their major issues? What committees do they sit on and how do they relate to the community college mission? Did they attend your college? Do their children go to your college now?

6 **TAKE AN EXPERT**

Legislators are less likely to "skip" meetings with groups than individuals. Bring a local expert, community or business leader concerned with your issue to help reinforce your position.

5 **BE ON TIME, BUT BE WILLING TO WAIT**

Delayed appointments can be very beneficial if they give you time to get to know the legislator's staff. Keep in mind that meeting with staff can be as productive as seeing the legislator personally.

4 **PICK A SPOKESPERSON**

When visiting as a group, one person should start the meeting and be the spokesperson. Before the meeting, decide the key points that should be covered, and who will raise which points.

3 **BE POSITIVE, FRIENDLY AND BRIEF**

Stick to the issues and facts and don't overstay your welcome. Do not argue your point. Legislative offices are friendly places, but are also places of intensive activity.

2 **GET A REACTION**

Ask for support of your position and seek the legislator's opinion. Ask for the priorities of your legislator and what you can do to support them. Ask the legislator to take a photo with you. Post it on social media and send it to regular media. Get business cards from everyone you meet.

1 **SEND A THANK YOU**

When you get home, write a "thank you" to your legislator and any staff with whom you may have met, and ask them to keep in touch with you on your issues.