

Welcome!

Intro to Lobbying and Organizing

March 22, 2023

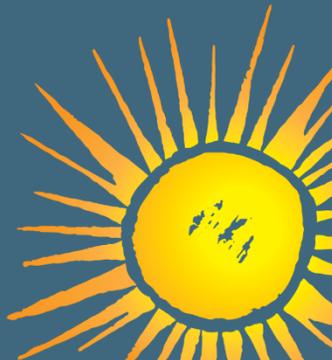


MEET YOUR PRESENTER



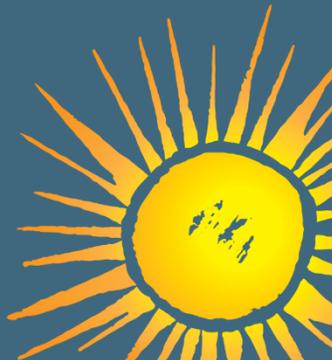
**Eilis
McCulloh, HM**

Grassroots Education &
Organizing Specialist



TONIGHT'S TOPIC

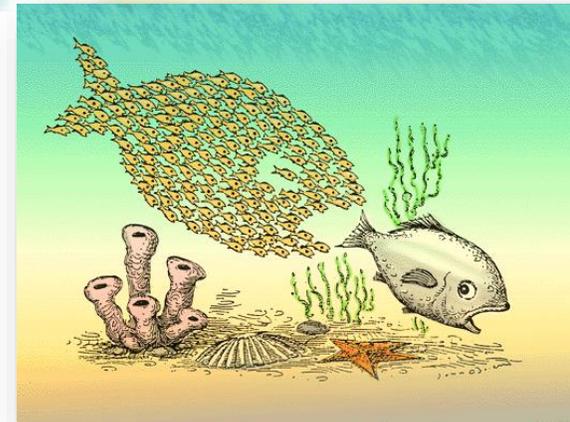
-  **Welcome & Opening Prayer**
-  **Components of Organizing**
-  **Components of Lobbying**
-  **Preparing for Final Session**



Organize!

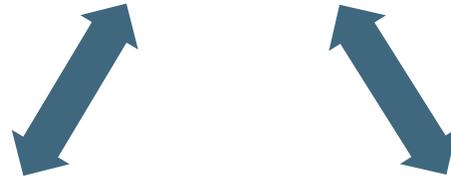
Building principled and ordered sustained relationships around **self-interest and shared values in order to build power.** (Jobs with Justice)

- ☀️ Build relationships
 - One-on-Ones
 - Coalitions
- ☀️ Define your values and vision
- ☀️ Develop and educate your leaders
- ☀️ Choose your issues/legislative agenda
- ☀️ Develop a strategic response
- ☀️ Celebrate the small victories
- ☀️ Take the long view



Components of Organizing

One-on-Ones

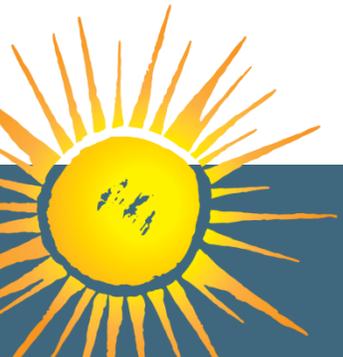


Campaign



Meetings

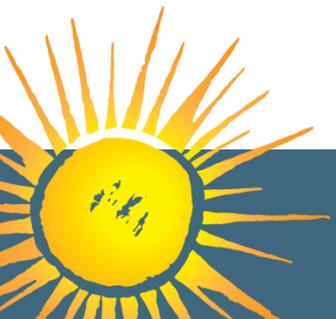
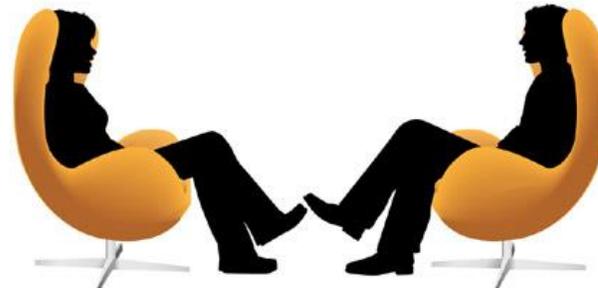
*Rooted in reflection, evaluation,
and agitation!*



One-on-Ones

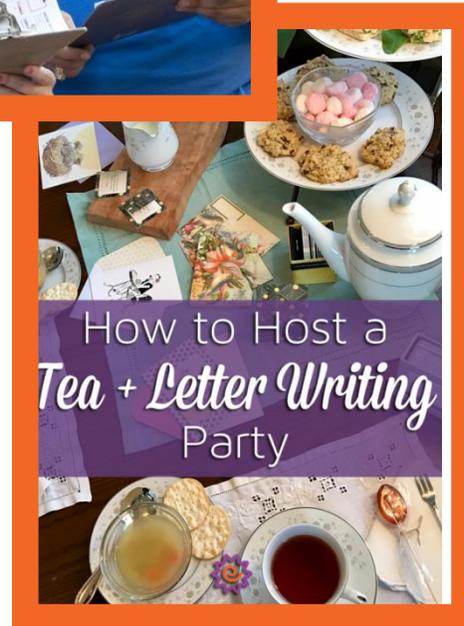
An intentional meeting between two people with the goals of:

- ☀ Building Relationships
- ☀ Uncovering **Self-Interest**
- ☀ Developing Clarity
- ☀ Gathering Information



Organizing Tactics

- ☀️ Canvassing
- ☀️ Hosting town halls
- ☀️ Conference Calls
- ☀️ Demonstrations/Sit-Ins
- ☀️ Organizing a group to write letters
- ☀️ Engaging the media
- ☀️ Organizing online
 - Facebook, Twitter



Organize!

Building Your Coalition

- ☀️ Who shares your values?
- ☀️ Who else cares about your issue?
- ☀️ Who is directly impacted by your issue?
- ☀️ Who might be able to contribute resources to support your work? (Time, space, materials, connections, etc.)
- ☀️ Who has the ability to influence your legislative target?

As you build your coalition, you want to invite a multitude of voices and experiences—and make sure that everyone has a place at the table.



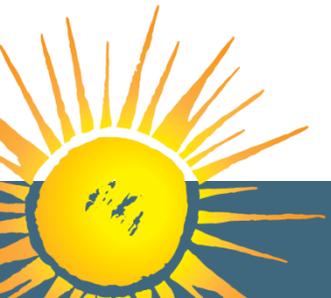
Tips for Effective Coalition Work

- ☀️ Recruit the right people
- ☀️ Create a culture of **transparency** and **accountability**
 - Clearly define your purpose and goals
 - Set expectations from the beginning
 - Only call meetings when necessary
 - Set guidelines for meetings
- ☀️ Respect organizations' own missions and cultures
- ☀️ Share leadership and power around the table
- ☀️ Commit to on-going evaluation



Challenges in Community Organizing

- ☀ Authentic relationship building and systemic change take time
- ☀ Lack of shared values and vision
- ☀ Lack of transparency
- ☀ Burn-out is real
- ☀ Funding is hard to come by
- ☀ It can be seen as controversial or “too radical”



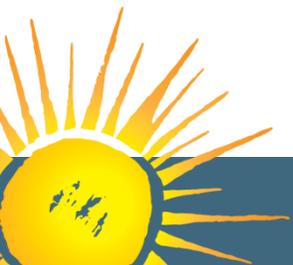
Lobby!

- ☀️ **Educating** and **influencing** elected officials so they will support legislation to make this a more just society
- ☀️ Process of providing and gathering information on an issue

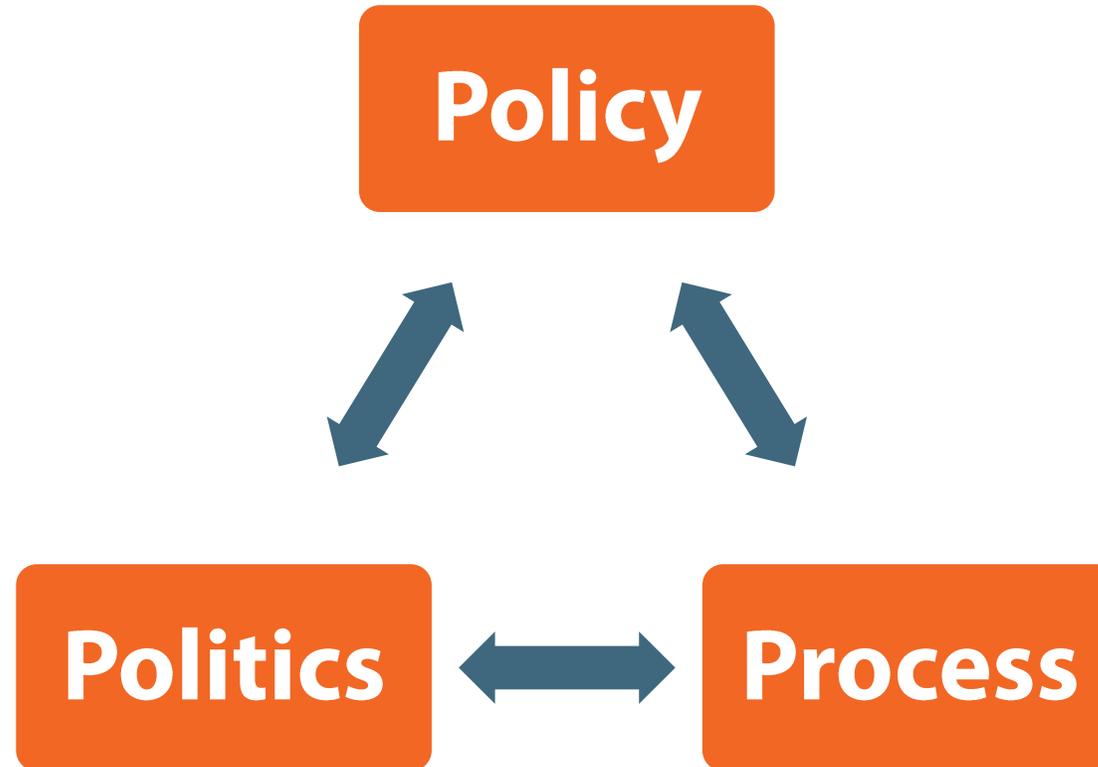


Building a Campaign

- ☀ Determine what your **issue** is.
- ☀ Determine **who** you're focusing on. **Who has the power to make the change you want to see?**
- ☀ **Do a Power Analysis**-Research your decision-maker's background, relationships, and values. *What actions are going to influence them?*
- ☀ Build your coalition.
- ☀ Determine the **education** that your community needs to understand the issue.
- ☀ Create a **strategy** using a variety of **tactics**.
- ☀ Always take time to evaluate and **celebrate!**



The 3 P's



Analysis: Policy

- ☀ Identify the Topic for the Visit
- ☀ Research All Sides of the Debate
- ☀ Develop Talking Points For Discussion & Responses to Push Back
- ☀ Develop Leave Behinds to Give Staff/Member Pre-Meeting & as Follow Up to Meeting



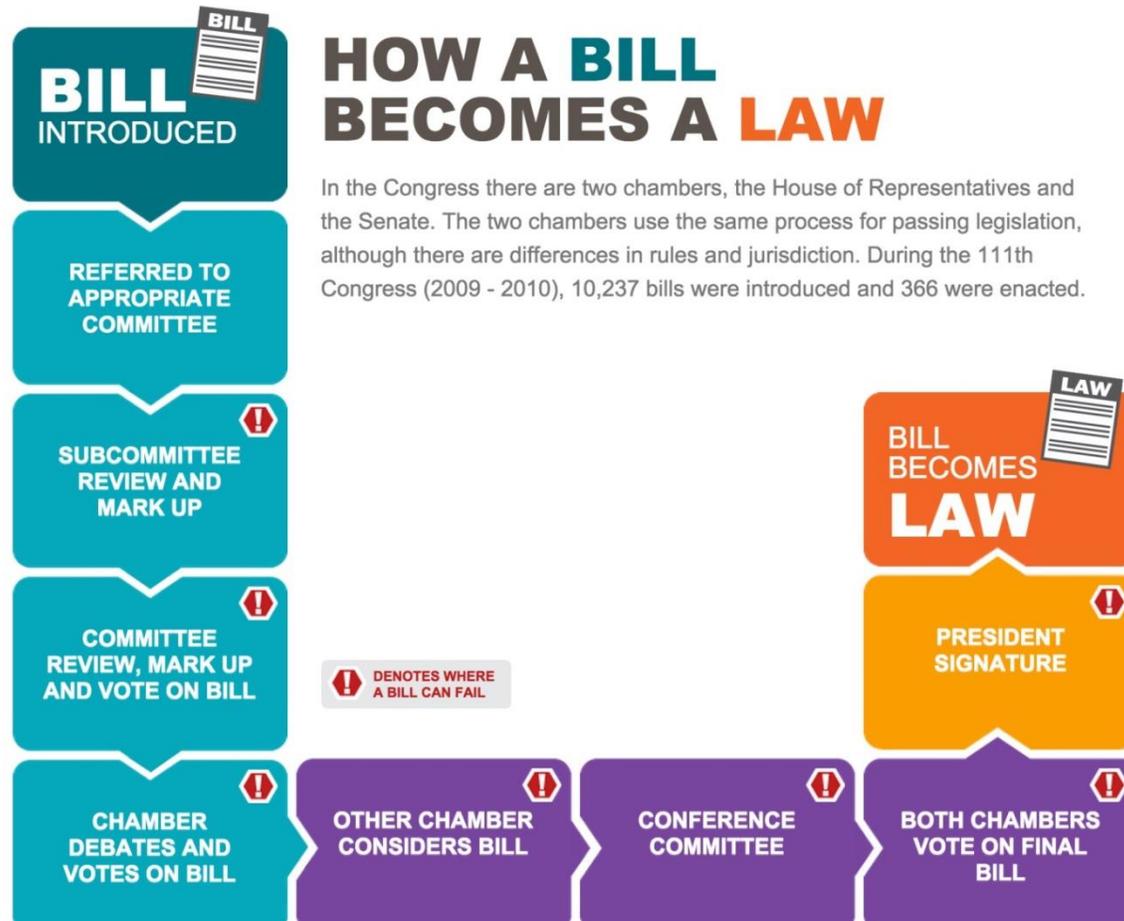
Analysis: Process

THINK ABOUT:

- ☀️ What is the likelihood this bill will move?
- ☀️ How can this staff person or Member help move the bill forward?
- ☀️ Relevant committee member?
- ☀️ Leadership?



Analysis: Process



Source: National Latin@ Network, 2017



Analysis: Politics

FACTOR IN THE FOLLOWING:

- ☀️ How will the Member you are visiting view this bill?
- ☀️ Member's Party?
- ☀️ Bill Sponsor or co-sponsor?
- ☀️ Person of Faith?
- ☀️ Senior Member?
- ☀️ Re-Election?
- ☀️ Relevant Committee Member/Leader?
- ☀️ Caucus Leadership?



Tactics to Directly Influence Your Member of Congress

WRITTEN

- ☀ Letters to the Editor
- ☀ Op-eds
- ☀ Sign-on letters
- ☀ Email campaigns
- ☀ Social media posts

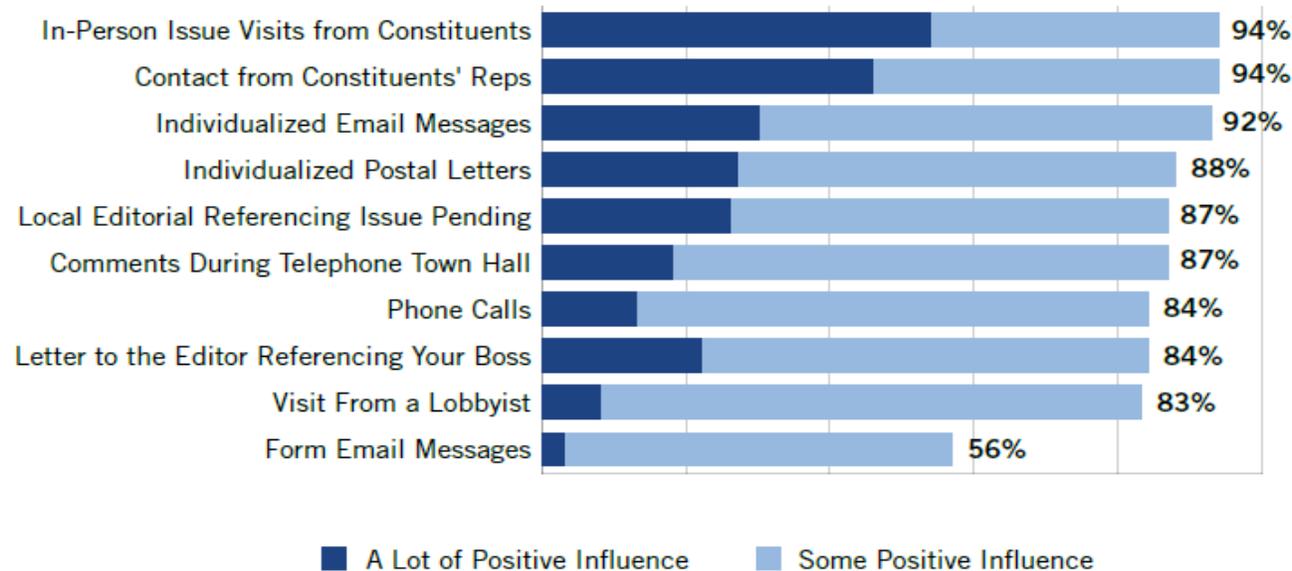
IN-PERSON/SPOKEN

- ☀ Phone calls
- ☀ Questions at town halls
- ☀ In-district meetings
- ☀ Capitol visits



The Most Influential Communications

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?



(n = 190-192)

Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.



Relationship Building

The key is building relationships

- ☀️ **In-District staff members are important allies**
 - They are day-to-day members of your community
 - You are a valuable resource to them for information about issues in the community, as well as social services and stories about the people they serve
 - Building relationships with them leads to meetings with your Members of Congress.
- ☀️ **It's important to meet with your Member of Congress at home**
 - Learn about them, their priorities, and their goals
 - Invite them into your spaces
 - Engage non-traditional advocates



Congressional Staff

HILL STAFF

- ☀ Specialized
- ☀ Author legislation
- ☀ Political strategists
- ☀ Often not from home district

DISTRICT STAFF

- ☀ Not policy experts
- ☀ Constituent services
- ☀ In touch with community
- ☀ Number and knowledge of staff vary
- ☀ Opportunity for relationships with staffers



Constituent Power

- ☀️ Every member of Congress has offices in their home state and their home district
- ☀️ Lobbyist vs. Constituent
- ☀️ Gathering and providing information
- ☀️ They want to hear from YOU!



Preparing to Lobby

- ☀️ Decide on a specific issue or a small set of connected issues to discuss
- ☀️ Research your issue!
- ☀️ Schedule an appointment with the member's office (this may require persistence): Best practice – Email, Email Again, Call.....
- ☀️ If in a group, divide up what each person will say in the meeting
- ☀️ Prepare any materials you wish to leave behind for the office to review
- ☀️ Practice your talking points and prepare for a conversation!



Lobby Planning Sheet



X



X



X



LOBBY VISIT PLANNING AND REPORTING SHEET

Elected Official

Office Location

Staff Attending Meeting

Date and Time of Visit

1. The issue or bill you are talking about: _____

2. Facts about the Member of Congress

Party: _____ Hometown: _____

Religion: _____ When Elected: _____ When up for re-election: _____

Committees:

Record on related legislation:

Other Positive Contributions:

3. People attending this visit:

Organization and/or Title:

_____	_____
_____	_____
_____	_____
_____	_____

Pro Tip: Have each person introduce her/himself by sharing name and where they are from. If you are a constituent, say so. Name groups you represent and tell how many people are involved in each.

Introducer _____ Note-taker _____ Timekeeper _____

Who's making the ask? _____

Pro Tip: Say something positive about the Member at the beginning of the visit to break the ice.

When You Arrive

- ☀️ Meet with your entire team outside of the office at least 10 minutes before the scheduled meeting
 - Take a moment to review everyone's roles for the meeting
- ☀️ Silence your phone
- ☀️ Have one member introduce the group to the person at the front desk
- ☀️ Use the group's name (NETWORK, school, organization), the staffer's name, and the scheduled meeting time
 - **Note:** They may ask you to sign in. Use the address you are registered to vote with.
- ☀️ **Pro-tip:** Ask the staffer how much time they have at the start of the meeting!



Lobby Meeting Order

- ☀️ Brief Introduction
- ☀️ Let Staff/Member know if you are a Constituent
- ☀️ Thanks (say something positive about Member – requires research)
- ☀️ Introduce the issues you are lobbying on
 - Frame with your faith/moral component
- ☀️ Get more information on Member's position
 - **Pro tip:** Ask for more information, like why the Member holds that view or where they get their information
- ☀️ Tell your personal story—with the policy ask
- ☀️ Respond to any pushback/concerns
- ☀️ Repeat your ask
- ☀️ Share your leave behind documents



Tips about Tone

- ☀️ Avoid direct antagonism in your criticism
- ☀️ Be polite, yet firm, when explaining your position and proposed solution
- ☀️ Ask serious questions
- ☀️ Don't be afraid to say "I don't know" or "I can get back to you"
- ☀️ Make sure your "ask" is clear and concise



During Your Meeting

BE SURE TO ASK: How can we support you?

- ☀️ Is it possible to organize a site visit?
- ☀️ Would staff like to sign up for your organization's newsletter?
- ☀️ When will the member next be in town?
- ☀️ Can I have a business card to follow up?

The ultimate goal is to keep the conversation going!



Finishing Touches

- ☀️ Thank the staffer/Member of Congress for their time
- ☀️ Take a picture with the MOC or staffer—and be sure to share it on social media (tag the Congressional office!)
- ☀️ Debrief with your group
 - What did you hear? What went well? What might you do differently next time?
- ☀️ Send a thank you email within 24 hours of the meeting
 - Repeat the ask
 - Include any information you promised to send
- ☀️ Continue to watch your MOC, and hold them accountable



See you next time!

If you have any questions, email:
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