

# Engaging Your Legislators

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# What is advocacy ?

*The act or process of supporting a cause or proposal : the act or process of advocating something*

- Prompting an: Idea / Policy / Law / Concept to Government
- It is your Right
- It is necessary for government
- It is appreciated
- It is effective



# Lobbying

A lobbyist is someone who is employed by a special interest group to persuade politicians to vote for legislation that favors the lobbyist's employer.



***"Lobbyists are in many cases expert technicians capable of examining complex and difficult subjects in clear, understandable fashion. They engage in personal discussion with members of Congress in which they explain in detail the reasons for the positions they advocate...Because our congressional representation is based upon geographical boundaries, the lobbyists who speak for the various economic, commercial and other functional interests of the country serve a useful purpose and have assumed an important role in the legislative process."***

*Senator John F. Kennedy,*

# What to do ?

- Define your objective, “Ask”
- Target your audience:
  1. Local member
  2. Committees
- Choose method of contact:
  1. Letter
  2. Call
  3. email
  4. meeting





# Meetings

1. Choose location
  - In district
  - Capitol
1. Choose participants
2. Prepare Handouts
  - Background
  - White paper on issue



# Tailoring your Message

- Legislators
- Legislative Staff
- Executive Level



- Demonstrate local impact
- Know your facts
- Improved effectiveness
- Willingness to work together

# Meeting to do list

- Choose members
- Call for appointment (Texas Legislature on line)
- Send email
- Be early
- Be polite
- Keep on topic
- Be succinct
- Leave handouts
- Ask for Specific Action
- Confirm Lawmaker's Position on Your Issue
- Ask for Suggestions



With the right partners,  
conquering the Capitol is a  
breeze!



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