

EFFECTIVE LOBBYING TIPS

Lobbying is easy. It is basically a matter of simple courtesy and common sense. Below are some simple, easy suggestions for effective communication with your legislators.

- **BE CONCISE** – When lobbying, limit yourself to a few issues. Your efforts may diminish with a lengthy agenda.
- **BE PROFESSIONAL** – A polite, positive-sounding message is more likely to impress and influence a legislator than a threatening, condescending, or emotionally laden message. Be factual.
- **REMEMBER TO SAY THANKS** – Legislators are human. They appreciate and deserve a “thanks for a great job” from people who believe they have done the right thing. In addition, remember that a written thank you note is always welcomed.

WHEN WRITING YOUR LEGISLATOR

- **THINGS TO AVOID:**
 - Don't guess at facts or base your letter on rumors.
 - Don't guess at the spelling of your legislator's name or his/her initials.
 - Don't get mixed up on the name, number, or contents of the bill.
 - Don't use photo-copied letters.
 - Don't limit yourself to generalities.
 - Don't leave out essential details, but don't be too wordy.
 - Don't use threats – ever!
- **THINGS TO DO:**
 - Do know your legislator's full name and correct spelling.
 - Do clearly identify the bill, using the title and number whenever possible.
 - Do use plain or personal stationery for individual letters; organization stationery if writing as the representative of a group.
 - Do use first-class mail.
 - Do be concise, but thorough enough to outline pertinent facts and information.
 - Do let the legislator know how a specific measure will affect your area.
 - Do be sincere and courteous.
 - Do write a note of appreciation whenever your legislator does something that meets your approval!