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"Lobbying Overview"

A *Learn to Lobby* training of
Nexus Werx LLC

Presented by:
Stefanie Cox, Principal



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LEARN TO LOBBY

- 15 years of political experience
 - Aide to 2 State Representatives and a U.S. Congressman
 - Political campaign manager and consultant
- Train rather than lobby
- Founded Nexus Werx LLC and its *Learn to Lobby* programs:
 - Lobbying 101
 - Effective Activism 101
 - Community Monitoring Program



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WELCOME & INTRODUCTIONS**"60-Second Elevator Speech"**

- Name
- Organization
- What workforce boards/career centers do that's important and why lawmakers should care
(Why, how, what)



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A TALE OF TWO ORGANIZATIONS

Organization A:

- Limited contact/board not involved
- Lawmakers co-sponsor but don't privately lead
- Staff is too busy
- 1-2 x/yr
- One-sided



Organization B:

- Has the right relationships and political capital
- Lawmaker hears from significant number of *engaged* constituents & takes extra steps
- Communicates w/ MWA; able to take further

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BECOME ORGANIZATION B

- You need to know who you need to know
- Your board members need to build relationships with those people (and to do that, you need to create a culture of engagement)
- Together, you need political capital
- Then you can turn them into *advocates*



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LESSON 1:

What is Advocacy vs. Lobbying?

The information you are about to receive is educational only. Please consult an attorney for legal advice and an accountant for IRS compliance advice.



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WHAT IS LOBBYING?

- Asking public decision-makers to support/oppose *specific* issues
- Asking board members/customers to contact decision-makers on those issues
- Back-end work leading up to asking decision-makers



Specific Asks

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DEFINITIONS

Advocacy is embracing and promoting a position and point of view on an issue. Advocacy is a broad and ongoing effort to advance an issue in civic engagement and legislative cycles. While sometimes a group has one issue to champion in a legislative arena, the real long-term work of building policies involves a cycle of advocacy in which organizations engage in policy efforts, building support for change.



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LOBBYING REGISTRATION

State registration as a lobbyist isn't required if a person:

- "(i) engages in legislative lobbying for not more than 25 hours during any reporting period; and (ii) receives less than \$2,500 during any reporting period for legislative lobbying".

Federal registration isn't required if:

- "total expenses for lobbying activities do not exceed and are not expected to exceed \$13,000 during a quarterly period."



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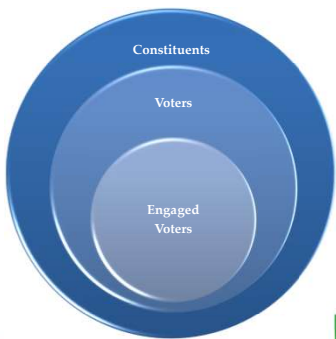
LESSON 2:
Relationships & Political Capital

*Rising to the Top
of the Advocacy Pile*



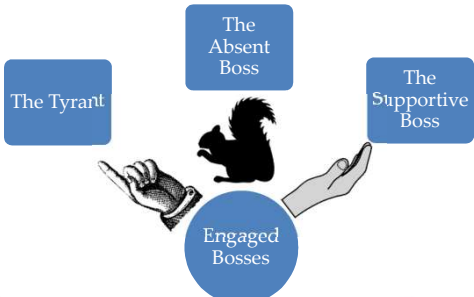
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WHO DO POLS LISTEN TO?



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TYPES OF BOSSES



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Key Tip

Try to cultivate relationships *before* you need something.



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PRIORITIZING RELATIONSHIPS

Out of Your Delegation:

- Who is in "Leadership"?
- Who is on Ways & Means or Labor & Workforce Development; or
- Who has a natural interest in workforce development?



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WHERE TO GO FOR RELATIONSHIP-BUILDING

- Official Functions
 - Town Meeting or Hearings
 - Office Hours
- Large Community Events
 - Ground-breaking ceremonies
 - Major community announcements
 - Anywhere a large number of voters will be present



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RELATIONSHIP-BUILDING

- Just saying 'hi' when you don't need anything



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POLITICAL CURRENCY



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POLITICAL CAPITAL

- Relationship is transactional
- Your capital goes up when you help them
- Your capital goes down when it's one-sided



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BUILDING POLITICAL CAPITAL

Give pols props

- Award
- Thanks
- Letter to Editor



Be helpful...by
helping spread the
word



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Key Tip

If you or a member does something
helpful, make sure the politician's
team knows.



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ADVOCACY BREAKOUT:

In small groups:

- Using the "Relationships Worksheet" and the "Political Capital Worksheet", evaluate what you'll do to build political capital with the elected officials you need.
- Help each other out.



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LESSON 3: Integrating Advocacy into Your Organization



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WHEN/HOW TO START

- Lobbying is an investment
- Plan in 2 year increments
- Learn Your Deadlines and Plan backwards
- Identify who'll you'll need
- Start Tracking Your Time
- Augment Tonja's work



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LOBBYING FUNNEL



- Broad Issues your organization wants to influence
- What you can educate decision-makers on
- What (specifically) you will lobby decision-makers on

*Use your worksheet to jot down ideas!



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INTEGRATE YOUR COMMUNICATIONS

Photo by Sergey Zolkin on Unsplash



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EVENTS YOU CAN HOST

- Legislative “walk-thru” or Breakfast
 - Short (45 min), actually educational
 - Include or reference their constituents/employers
 - Good food (skip the muffins)
- Host an “information session”
 - Either at the State House or in the District
 - On a specific topic
 - Do follow-up



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EVENTS

- Invite board members/supporters to a Legislative Breakfast or walk-thru
 - Elevator speeches
 - Thank you follow-up calls/emails

Photo by Clay Banks on Unsplash



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EVENTS

- Invite board members/supporters to an issue forum

- Have them write what town they are from on their nametag
- Make sure they meet *their* elected official
- Get them to take a picture and promote on social media (share hashtag & handles)



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ASK THEM TO STEP IT UP

- Sign up for e-newsletter/follow on social media
- Just say "hello"



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Advocacy Action Assignment

In small groups and using your Advocacy Integration Checklist:

- Identify 2-3 activities you will undertake in the next 3-6 months to create a culture of political engagement with your members.
- Brainstorm solutions to obstacles you might face.

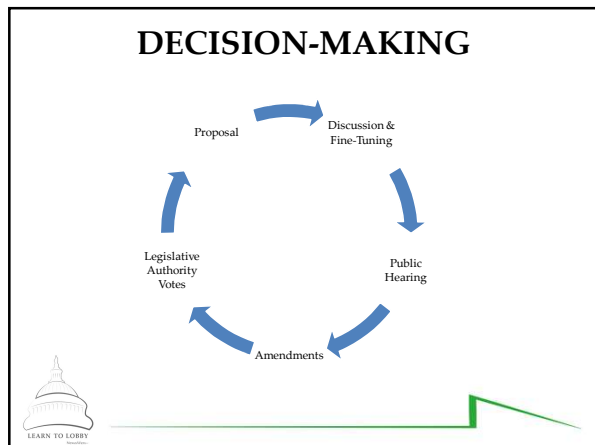


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LESSON 4: Prioritizing Decision-Makers & Deciding on a Strategy



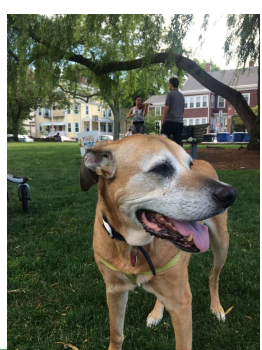
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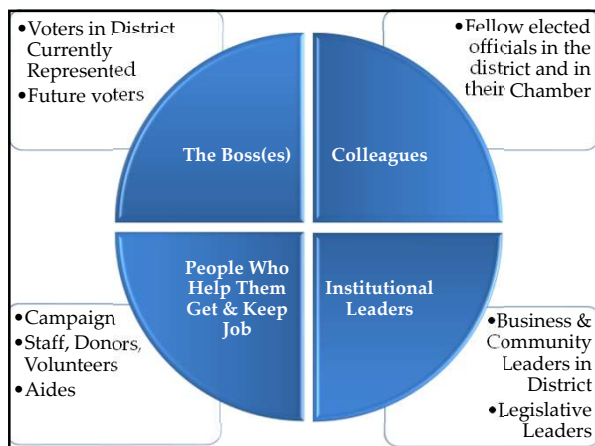
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DECISION-MAKERS

- Speaker
- Minority Leader
- Chairman
- Ranking Member
- Committee Members


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DECISION-MAKER

- Ask your elected officials to contact the decision-maker

And/or:

- Determine connections you have to people in their sphere of influence
- Consider their "WIIFM"
- Use framing

*Can be used for your elected official as well

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SPECIFIC ASKS

- Sponsor, co-sponsor, or vote in favor (or against) legislation or budget request
- Write/or sign onto a letter to the Committee chairman and Ranking member
- Personally speak to the decision maker
- Sign onto an amendment
- Write letter of support for a grant application

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HOMework

What does it (bill/budget item) do?

- Brief – 1-2 sentences
- Problem it solves
- Gain it creates
- Why it's important



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HOMework

- Your elected official's history on the issue
- Party leadership's position
- Where the public is



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FRAMING

Benefiting/harming other bosses

- Local statistics
- Local personal stories

WIIFM

- How will it benefit them?

What's new/different?



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POWER MAP








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STRATEGY: Your theory on why you think you'll get what you want

	Decision-maker is with you	Decision-maker isn't with you/unknown
Public is with you	HERO	PRESSURE
Public isn't with you/unknown	COVER	MERITS

Power Map Credit: Matt Wilson

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BECOME ORGANIZATION B

After you've implemented this plan:

- Board Members will be more responsive
- They'll do more
- Better outcomes

- You need to know who you need to know
- Your supporters need to build relationships with those people (and to do that, you need to create a culture of engagement)
- Together, you need political capital
- Then you can turn them into *advocates*



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**QUESTIONS &
ANSWERS**



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