



Lobbying 101

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INFORMATION SESSION/ LEGISLATIVE BREAKFAST CHEAT SHEET

Planning:

- ☐ Work with elected officials' staff to determine the best date before scheduling. For Legislative Breakfasts, Fridays are usually "in-district" days.
- ☐ Send formal invitations and follow-up to confirm attendance.
- ☐ When they RSVP yes, tag them in social media saying your members are excited to meet with them at the event.
- ☐ Send reminder emails 1 week out and 2 days out.

Who are your co-hosts? These may be other organizations or, if it's an information session at the State House, it's being hosted by one or more elected officials.

- ☐ List them on the program
- ☐ Recognize them at the beginning
- ☐ Include them in any media advisories you send out

What is your goal for today? Get specific: Do you want decision-makers to have a better understanding of your mission? Do you want your members to get to know their lawmakers? Do you want to persuade them of a specific policy goal?

What is on your handout/one-pager? Use the answer to the last question to design this.

Keep track. Write down which lawmakers attend and ask staffers to sign a sign-in sheet. Take photos.



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Agenda:

- Introductions/Recognition of whomever helped you set up the meeting (3 min)
- 30,000 foot overview – what your organization is and what you want to talk to them about (30 seconds)
- Who you are (30 seconds)
- Rep/Sen co-host speaks about why organization is important (3 min)
- General talk (5 minutes)
 - Stick to talking points
 - Make sure attendees have the handout/one-pager
 - At the end, incorporate the ask
- Surrogate talk (2 min each)
- Q&A (15 min) – Be prepared for the elected to talk; they want to show they understand and care

Follow-up:

- ☐ Send thank yous to those who attend. *Bonus: Ask your supporters to call and thank them personally.
- ☐ Tag those who attended in photos and posts on social media thanking them for coming.
- ☐ Send “sorry we missed you” notes to those who didn’t along with a copy of the one-pager.
- ☐ Send out a press release about the event with a photo to local media (that day).

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