



Lobbying 101

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STRATEGY WORKSHEET

1. **Identify your specific policy issue** _____

Bill/Amendment Number _____ Bill Name _____

Who is the sponsor? _____

What will it do? _____

Why is it important? _____

2. **Determine who the decision-maker is** (Speaker, Chairman of a Committee, etc.)

3. **Come up with a specific ask** of your lawmaker (co-sponsor, contact Committee chair or Ranking member, sign onto letter, vote for/against, etc.)

4. **Do your homework**

What, if any, position or history does your elected official have on the specific issue?

What is his/her party leader's position on the issue?

Where is the public on the issue (particularly in the elected official's district)?

5. **Frame the ask** using local stats and stories

How and how many people in the district will be impacted by this issue?



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What story – either yours or another constituent’s – can you use to illustrate the importance of the issue?

6. Use the power map to decide on your strategy

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

My Strategy (Hero, Cover, Pressure, Merits):

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