



Lobbying 101

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ADVOCACY INTEGRATION CHECKLIST

How will I build advocacy into my organizational goals?

- ☐ What are (non-lobbying) subjects I can educate lawmakers on?

- ☐ What are my legislative goals?

- Annual

 - 2 years out

 - 4 years out

- ☐ When will I make time to plan out a strategy and work on implementation?

How will I create a culture of political engagement with my board members and business leaders?

- ☐ Start including Legislative/Regulatory/Budgetary updates in e-newsletter & social media
 - When applicable, mention what area elected officials are doing on the issue
 - Include a regular “who are my elected officials” link
- ☐ Invite them to a Legislative Breakfast or walk-thru
 - Have them prepare a 30 second “elevator speech” (name, where in the district they are from, and how the organization has made a difference in their lives)
 - Have them follow-up with a phone call or email thanking their legislators for attending
- ☐ Invite them to an Issues Forum
 - Have them write down what town they are from on their name tags
 - Make sure they meet their legislator
 - Get them to take a photo and post, tagging the non-profit, the elected official, and using event hashtag
- ☐ On National Voter Registration Day, have [forms](#) and e-alerts ready



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- ☐ Ask them to get to know their elected officials better
 - Get on their email lists (office and campaign)
 - Attend an official function (and say 'hello')

What political capital-building activities will I do and/or ask my members to engage in:

- ☐ Being helpful
 - Write a letter to the editor
 - Praise them on social media
- ☐ Thanking them
 - Calling their office or writing a letter or email
 - Social media

How will I ease my volunteers/members/supporters into the role of advocates?

This section crosses over into Lobbying. Before I do this, I will educate myself on the state/federal rules around lobbying.

- ☐ Have an advocacy info session & training
 - Ask them to commit to one phone call per year
 - Provide them with talking points
 - Make sure they are calling *their* legislator
- ☐ Hold "phone bank" parties
 - Create talking points and a system for logging the results of their calls
 - Let them know the outcome of their advocacy
 - Ask them to thank their elected officials

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