



EFFECTIVE ADVOCACY: HOW TO SPEAK TO A LEGISLATOR ADVOCACY CHECK LIST

1. Introduce yourself and organization (avoid or explain acronyms or abbreviations).
2. Make an appointment (ask to speak to a staff aide if legislator is unavailable).
3. Start with your bottom line; be as concise as possible.
4. Have a realistic goal of advancing the legislator's support for your position (compared to where he or she was before your meeting).
5. Know your subject, including its history.
6. If lobbying a bill, bring at least two copies.
7. Learn as much as possible about the legislator, including whether he or she serves on the particular committee to which the legislation has been referred.
8. Use proper terminology.
9. Do not threaten.
10. Plead ignorance when you do not know the answer to a question (do not lie).
11. Ask questions whenever appropriate.
12. Offer to help, where appropriate.
13. NEVER, NEVER, NEVER, mix fundraising with legislation.
14. Do not overstay your visit.
15. Do not argue. Agree to disagree. Use a "yes . . . and" approach to continuing a contentious conversation.
16. Exchange business cards with the legislator and staff (pick up staff business cards even if they are not present).
17. Follow-up.