



LEGISLATIVE ELECTORAL ADVOCACY NETWORK

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LOBBYING GUIDELINES

The following guidelines were developed to help a citizen advocate to become an articulate, effective and respected spokesperson for their cause. The guidelines are: Preparation, Precision, Professionalism, Politeness, and Perseverance.

Be Prepared – Plan ahead; do your homework so you know the issue you are going to lobby; try to personalize the issue; if possible prepare a fact sheet.

Be Precise – Get to the point and stick to it; lobby no more than one or two issues; make sure you hear what the legislator says, not what you want to hear; ask a specific question about their position on the issue and get a specific answer.

Be Professional – Show up on time; be confident on your position; do not lecture; keep off-the-record comments confidential; do not take rejection personally; never break a promise.

Be Polite – Be cordial; be tolerant of the legislator's viewpoint; never threaten with retaliation; do not badmouth other legislators or other groups.

Perseverance – Leave a fact sheet; follow up if necessary; keep pressure on undecided legislators; provide back-up materials; thank legislators who have helped you.

And remember, NASW is here to help. Call us if you have any questions.