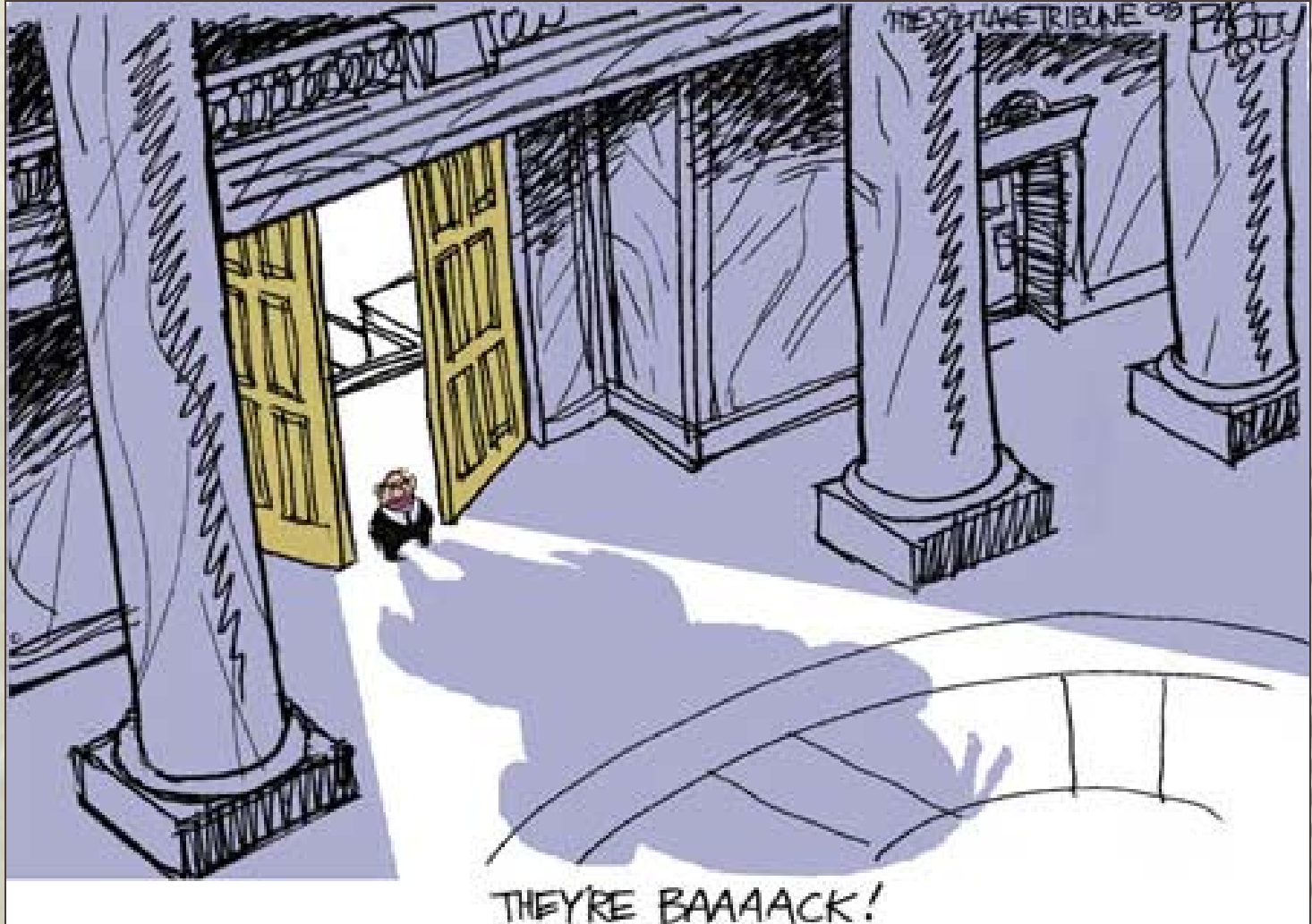


The Art
of
Effective Lobbying

Amy Defreese
October 29, 2008



THEY'RE BAAAACK!

Lobbyists

- ❖ Contract lobbyist
- ❖ Institutional lobbyist
- ❖ Citizen Advocate
- ❖ Political Advocate
- ❖ Professional Advocate



Methods

- ❖ Phone/email
- ❖ Meet in person
- ❖ Attend an interim session committee meeting
- ❖ Attend a session committee meeting
- ❖ Head to the “lobby” during the session
 - Blue/green notes
 - Befriend the messengers
- ❖ Give testimony

Your message

- ❖ Introduction
- ❖ Explanation of issue and bill
- ❖ Your position and supporting arguments
- ❖ Ask for a commitment

Some Tips

- ◆ Don't be intimidated; you deserve your legislator's time
- ◆ Be prepared to wait
- ◆ Be concise, but thorough
- ◆ Arrange for a tour of the Capitol

Resources

- ◆ HEAL Utah training: www.healutah.org
- ◆ Non-profit Association web site
<http://www.utahnonprofits.org/>
- ◆ Utah Legislative web site
<http://www.le.state.ut.us/>

