



## LOBBYING TECHNIQUES

1. The **most important lobbying** is done in the lawmakers' home district through arranging meetings on issues, making calls to the legislators about issues. Effective lobbying requires contacts on a **continuing** basis.
2. Be well **informed** about the issues. Knowledge of the legislator and past positions on similar issues is very helpful.
3. **Know your facts** and provide data and rationale to support your position. Use **PTA Talking Points** <http://www.floridapta.org/Talking%20Points.html> on issues.
4. **Persuasion** is the key, but please use common sense and courtesy.
5. Be **concise** and to the point. Do not overkill!
6. If you disagree with a legislator, **don't argue**. Express reasonably and calmly your well-prepared rationale for your position to the legislator.
7. If you are asked a question you cannot answer, say you don't know but you will find the answer. Then get back to them as soon as possible. **Do not make up an answer** or give wrong information.
8. Get to know each legislator's staff. The **legislative assistant** usually spends more time studying the issues and is more knowledgeable about specific details of a pending bill.
9. Remember that you do not have to be an expert on every legislative issue. You are the **expert** within the community the legislator represents!
10. **Follow up** with a thank you note and keep in touch with your legislator.

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