



Legislation and Advocacy
Seminar

Mapes & Mapes, Inc.

Session 1: The Fundamentals
of Lobbying and the
Importance of Having Your
Voice Heard

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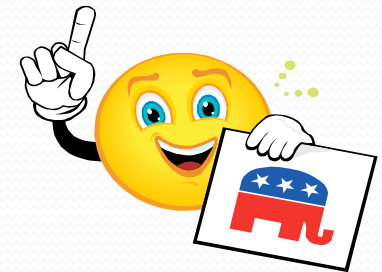
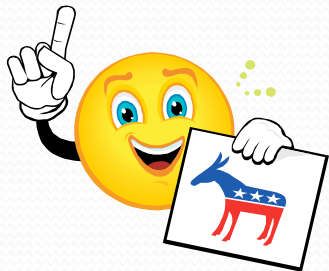


Session 1: Objectives

- Become aware of the elected officials, Senate and House committees affecting affecting your specific industry
- Understand and define lobbying/lobbyist
- The importance of organization members' involvement in the political process
- The differences between lobbying and advocacy
- Become knowledgeable of good lobbying practices and applying these techniques when communicating with elected officials

The Senate

- There are fewer and larger districts than the House of Representatives
- A President and President Pro-Temp preside over the Senate
- A Secretary of the Senate runs the business of the Senate



The House

- More and smaller districts than the Senate
- A Speaker and Speaker Pro-Temp preside over the House
- A Clerk of the House runs the business of the House



Senate Committees

Standing Committees of Reference

- ◆ Agriculture
- ◆ Coastal Restoration & Flood Control
- ◆ Commerce
- ◆ Education
- ◆ Environmental Quality
- ◆ Finance
- ◆ Health & Welfare
- ◆ Insurance
- ◆ Labor & Industrial Relations
- ◆ Judiciary A, B & C

- ◆ Local & Municipal Affairs
- ◆ Natural Resources
- ◆ Retirement
- ◆ Revenue & Fiscal Affairs
- ◆ Senate & Govt. Affairs
- ◆ Transportation

Joint Committees

- ◆ Budget
- ◆ Capital Outlay

House Committees

Standing Committees of Reference

- ◆ Adm. Criminal Justice
- ◆ Agriculture
- ◆ Appropriations
- ◆ Civil Law & Procedure
- ◆ Commerce
- ◆ Education
- ◆ Health & Welfare
- ◆ House & Gov. Affairs
- ◆ Insurance
- ◆ Judiciary

- ◆ Labor & Ind. Relations
- ◆ Municipal, Par. & Cultural Affairs
- ◆ Natural Resources & Environment
- ◆ Retirement
- ◆ Transportation
- ◆ Ways & Means

Joint Committees

- ◆ Budget
- ◆ Capital Outlay

What is Grassroots Advocacy?

- Grassroots organizing is a political activity with the goal of creating change.
 - Based on the power of people to take collective action on their own behalf
 - Federal, state, and local level
 - Organizes individuals & groups to take action on their own behalf to affect public policy

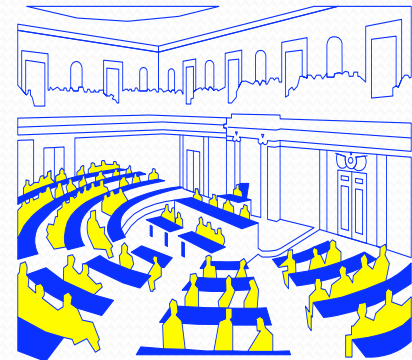


Why Grassroots Efforts Work:

- Legislators are accountable to the constituents who elect them.
- Lawmakers need your first-hand knowledge and expertise.
- Individual efforts strengthen the national effort.

What is Lobbying?

- The systematic effort to affect public policy by influencing the views of policy makers whether in a state legislature, city council, government agency or anywhere else decisions are made that affect citizens and businesses.





Conditions and Pre-requisites for Lobbying

Four Basic Conditions to be met before your organization can begin to lobby:

1. Legitimacy-Where does my organization get its legitimacy? Is it a player? Is it organized? Is that known to the legislature?
2. Credibility-Hows does my organization build credibility?, e.g., participation at all levels.
3. Accountability-Does my organization do what it promised and delivers?, e.g. expert resource
4. Strength-Where does the power of my organization to change things come from? How do we use this power?

What Do Lobbyists Do?

- Serve as the Voice of those they represent
- Provide Technical Information and Advice
- Pull together opposing interests to negotiate compromise and act as a catalyst for policy makers and all groups concerned
- Get the media interested about the issue of concern

What Do Lobbyists Do?

- They copy the demands of the client group and translate them in such a way that they become of interest to the decision maker
- Tries to mediate and deal with the direct interest with the people concerned
- On the outside, government decision makers have their own interest like stability, control and RE-ELECTION
- By matching these, interests of the client can better be served helping insure a win/win situation for both parties

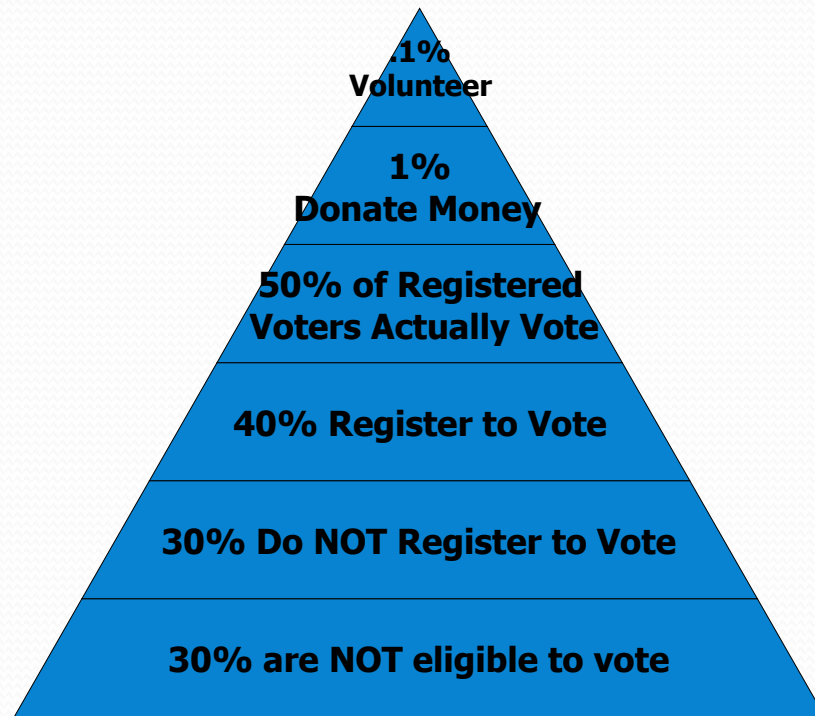
Working with the Lobbyist

- **Understand that they are not miracle workers.** The best lobbyist in the world cannot get every law passed. While lobbyists can help make the process smooth, they can't walk on water.
- **Be reasonable.** Understand that they have other clients and that they have lives. Try to be low-maintenance. This is especially true if you are "borrowing" their services from another group.
- **Listen.** They were hired for their expertise, so take their advice seriously. They want you to succeed. You are paying for good advice, take it.
- **Be open.** Let them know that you want (and can handle) honesty. Too many advocates do not want to hear the truth and are puzzled by surprises when their lobbyist tried to warn them.
- **Communicate.** Let them know what you know. Fully explain the issue so they can answer questions. If you get a call from a policymaker, a notice about your issue, a new study is published, something important happens in DC, or anything that seems relevant, make sure that your lobbyist knows about it. They can't represent you well if they don't have all the pieces.
- **Do not ask for personal favors** outside the scope of your work.
- **Be available.** If your lobbyist calls and says it is a critical stage and you need to come to Baton Rouge to meet with a legislator who is wavering - Go. If they need a quick fact sheet to address a misconception about your issue - Write it.

Why You SHOULD Lobby?

- To get what we want to be heard to improve the quality of decision making
- To create a win/win situation with so many interested parties involved
- To try and change the existing policy or situations or to opposed damaging laws

The Political Pyramid



- What this means:
500,000 population
 - 150,000 not eligible
 - 150,000 not registered**=200,000 registered**
 - 100,000 don't vote**=100,000 DO vote**
 - 95,000 don't contribute
 - 5,000 contribute \$
 - 4,500 don't volunteer**= 500 Volunteer time to help Campaign**

Lobbying vs. Advocacy

Advocacy:

- Formal emotional one way communication
- puts forward the demands of the client
- voice of the group
- transfers the demands of the people

Lobbying:

- Informal, rational, 2-way communication-takes
- limits of policy makers into consideration
- reformulates the demands of the group
- Usually involves influencing legislation

What is a Good Lobbyist?

- Have a broad view and be able to think outside of the box
- Shouldn't take defeats personally
- Be analytical in thinking
- Should have understanding and knowledge of legislative procedures
- Be diplomatic
- Should have excellent interpersonal skills
- Empathetic, understands the interest of both sides and able to formulate demands accordingly

**Session 2: How do Members
Lobby and the Importance of
Policy**

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Session 2: Objectives

- Become knowledgeable about incorporating policies in your lobbying strategies.
- Understand the legislative process.
- Gain insight regarding who your legislators are, and identify strategies that will allow elected officials to champion issues that affect your industry.

Legislative Reality

- Process drives policy
 - Members usually start with policy as they were trained
 - Process designed to limit the power of state government, e.g. committee hearings and how they are used
- Relationships are more important than issues – TRUST
- Politics is neither moral or immoral
- The system works – for you or against you – Your Choice

Legislators – Who are They?

- Don't make a lot of money as legislators
- Don't have legions of staff at disposal
- Mostly, are committed public servants
- Make significant personal and financial sacrifices
- Long hours, hard work and angry feedback
- Not as glamorous as it looks

Legislators – OUR Heroes

- Legislative heroes are critical to OUR success
- Advocate on OUR behalf when we can't
- Animal Farm Rule – some legislators are more equal than others
- Henry B. Gonzales Rule – many degrees of support and opposition in the process; ability to change and re-think
- Winnie the Pooh Rule – legislators love honey – praise and attention – Can't ever give too much!
- There is No Friend Like a Constituent Rule – can't beat the local boys on their home ground.
- Give recognition and says thanks publically

How Politics Works

- Democracy insures we get the kind of government we deserve
- Relationships are more important than issues
- Politicians vote to stay in office – local doctor
- Never assume something is a mistake and not a conspiracy
- You get from the political process what you put into it
- If you work... You ARE involved in politics
- May not be participating, but you ARE involved



Navigating the Legislative Process

- Some issues that only a law can fix
- May take years but it CAN be successful
- Patience
- Create relationships
- Develop perspective different than your own
- Understand and respect the system
- Choose your target well
- Give solutions when possible
- Be respectful to everyone

**Session 3: Practical Strategic
and Tactful Tools to Help
Organization Members be
Louder Than Their Adversary**

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Session 3: Objectives

- Identify effective methods of legislative contact
- Identify skills necessary when lobbying a legislator...extremely important!!!!, e.g., Bo
- Learn skills to be effective when giving legislative testimony
- Become aware of how a bill becomes a law
- Develop/become aware of tools when communicating with elected official
- Demonstrate/apply skills learned on effective testimony

Effective Methods of Legislative Contact

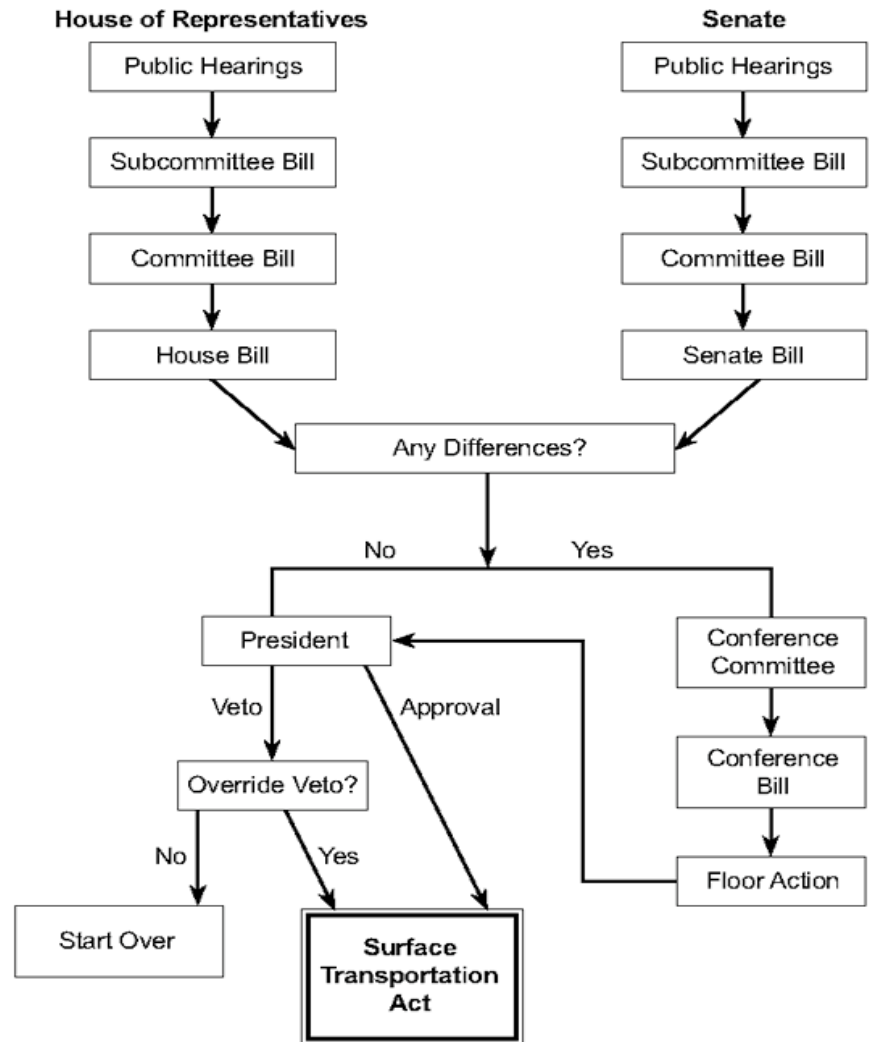
- Face to Face individual visit
- Poll of the district
- Face to Face group visit
- Telephone call
- Personal letter
- Resolution passed by the group

Giving Effective Legislative Testimony

- Being a witness can be intimidating
- Those that show up get counted
- Use a real life story
- Keep it simple – avoid jargon
- Provide a written statement but don't read it
- Attend prior hearings to see how it works
- Brainstorm with others beforehand
- Stay on message – don't get sidetracked
- Give specifics on what you want
- Make it personal
- Its their game and their rules
- Practice saying "I don't know, but I will get back to you"
- Identify yourself as a constituent



How a Bill Becomes a Law



Advocacy Communication Tools

- Telephoning your legislator
 - Remind of any previous contact
 - If not available, speak with the legislative assistant
- Writing your legislator
 - Just explain your point and be brief
- Meeting with your legislator – Most effective method
- Mock Testimony

**Session 4: A Survival Guide for
Organization Members – How
You Can Make a Difference
Being Involved**

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Session 4: Objectives

- Become Aware of the Importance of an effective PAC and its benefits
- Understand the Key Contacts Program
- Be aware of any advocacy programs in your industry
- Inform your members regarding relevant Legislative Conferences

What is an Effective PAC?

- A two-fold process of collecting money and giving it out
- Only yields short term success
- Give members “buy in” to the PAC
- Provides credibility to the PAC and the organization its representing
- Must be member driven
- Recognize, recognize, recognize
- Tout the PACs successes
- Grassroots vs. PACs – comprehensive strategy



Why YOU are Essential

- As a professional, you know what's happening in your industry. You live it every day. You know what works. And what doesn't.
- As one of many members, you speak with a strong voice.

Advocacy

- Key Contacts Program
 - Personal relationships with your local legislators – should know your legislators background, issues, priorities and committee assignments
 - Strengthens your relationship – lunch once a year
 - Educate legislators about issues affecting your industry
 - Relate how proposals will affect your industry's professionals
- Respond to pressing industry issues by contacting your legislator

**Session 5: Grassroots
Advocacy Tools for
Organization Members**

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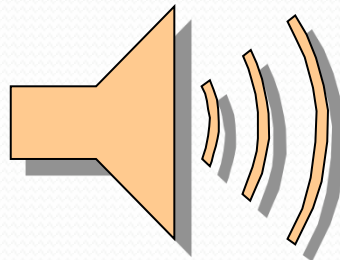


Session 5: Objectives

- Be aware and take advantage of learning opportunities, like this one, to more effectively influence your legislators.
- Become knowledgeable of industry resources

Speak Up

- Email your legislators-federal and state directly
- Write your own personalized letters to your legislators
- View current legislative items and Take Action
- Action Alerts
- Research and contact elected officials
- Track Legislation-Track key legislation
- Media Guide



**Session 6: Stay on Track:
Developing Legislative
Priorities**

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Session 6: Objectives

- Recognize the importance of having a legislative plan
- Plans don't survive the battlefield
- Recognize the issues of importance to your industry
- Establish a legislative agenda for the upcoming legislative session.

Choosing Your Issues

- Does the issue/position support your industry's objectives?
- Can your members offer a solution?
- Avoid working on self-serving issues
- Consider the timing
- Controversy
- Don't form coalitions just because
- Allies and opponents analysis
- Avoid issues that split the group
- Know who else is working on the issue
- Review your issues and positions regularly

Stay on Track: Developing Legislative Priorities

1. Develop a plan – contact the Legislative Chair
2. Identify goals and objectives
3. Develop message
4. Resources
5. Establish task timelines and responsible parties
6. PUT PLAN INTO MOTION!!

