

A Guide to Lobbying Addendum: A Checklist

Note: this checklist should be used as an addendum or compatible portion of the Guide to Lobbying because many items require further explanation for a complete understanding.

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Consult A Guide to Lobbying for a thorough understanding and use this Addendum Checklist for easy reference.

1. Micro focus on one issue and preferably one subtopic of an issue (i.e. climate justice, air pollution).
2. Design a marketing package that will appeal to the elected officials and their constituency as much as possible.
3. It is much better to claim even small gains than no victory at all. Don't engage in being a moral purist.
4. Take on the role of a lawyer. Anticipate arguments, or rebuttals before discussing your proposals with officials.
5. Be thorough, brainstorm. List all reasons for supporting your proposal.
6. Politics is local. You are much more likely to achieve appreciable results if you make a personal connection somehow, with the official. Honey attracts bees. Vinegar doesn't.
7. Always try to make the discussion with elected official a personal experience.
8. Always know your audience. Study the official's constituency.
9. Always anticipate your next move. If you are going to attempt to lobby state government controlled by a particular party, be sure to try to lobby local districts, counties etc with the same party control.
10. Even groupings of several small wins can be powerful because of the repetition of your proposal being covered by media, potentially noticed by officials.
11. Use of Bandwagon to make your message more effective and your proposals more marketable.
12. Always use the media to your advantage.

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