



# The Art of Lobbying

# Political vs Partisan

- AAUW is a nonpartisan organization
- We have a long herstory of creating social change through public policy efforts.
- What is the line between being political and being partisan?

Lobbying is influencing public officials to

-take a specific position on a piece of legislation

-take a desired action.

# Three Ways to Lobby

A phone call

Email

In person (the most effective)

# Have an “ask”

- co-sponsorship of a bill
- vote (yes or no) in a committee or on the floor
- be a champion or author of a bill
- educational visit or resource delivery

# Successful advocacy = successful relationships

- Get to know your legislator before your visit.
- What are their competing priorities?
- What is the legislative and political environment?

# Know Your Topic

Resources are available at the AAUW web site for [Quick Facts](#) or [AAUW-PA Advocacy in a Box](#)

You have a lot to offer

- Compelling stories
- Expert knowledge
- Community perspective

# Schedule Your Meeting

For details on scheduling a meeting, refer to

## **How to Meet with Your Legislator**

on the AAUW-PA web site under public policy



# The 3H Approach to Lobbying

- Head – Facts and information
- Heart – Story to tell
- Hand – Information to leave behind

Practice what you will say

- Don't be afraid to say you don't know.

# Lobbying Don'ts

- Don't cover too many issues
- Don't be argumentative
- Don't expect them to be specialists
- Don't do all the talking

# What to do if

- Your meeting request is ignored
- The meeting gets off topic
- The staffer is hostile to your position

# Follow up, Follow up, Follow up

- Send a thank you note after your visit
- Answer questions or provide resources
- Complete a lobbying report for state public policy chairs at [Lobby Report](#)

# Questions?

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