

Tips for Lobbying

(Modified and used with permission by the AAP Federal Affairs Office)

Remember:

- You are a constituent—voter and taxpayer!
- Your goal is to inform and persuade.
- Know background information about your legislator. What committees is he/she on? What other types of legislation has he/she introduced or co-sponsored?
- What is the impact of this legislation on your community? Region? State?
- Personalize your message as appropriate—tell your story!
- ***Give examples from patients in your practice or individuals you know and how the legislation would impact them.***
- Follow-up is crucial.

Effective advocacy can hinge on an effective legislative interview. This means:

- Educating without condescending
- Being supportive without interfering
- Creating trust without misleading
- Taking enough time without being a pest

The 10 “Knows” of lobbying

1. Know subject
2. Know member
3. Know district
4. Know political situation
5. Know how to anticipate problems
6. Know how to listen to what is said and not said
7. Know how to compromise
8. Know how to build coalitions
9. Know how to use the media
10. Know how to maintain your sense of humor and enjoy the process