



OREGON WILD



Lobbying 101



What is “lobbying”?

- Lobbying is defined as attempting to influence an elected official’s position on an issue or piece of legislation.
- 501(c)(3) non-profit organizations are allowed to lobby, with limitations. For them, “grassroots lobbying” is urging the general public to communicate the organization’s position on legislation to legislators, whereas “direct lobbying “ involves telling legislators or their staff to support or oppose legislation. Education about an issue or legislation is not considered lobbying.
- For this training, lobbying means meeting, in person, with an elected official or their representative to advocate for a position on an issue or bill.

Lobbying. Bleh.

Why do it?

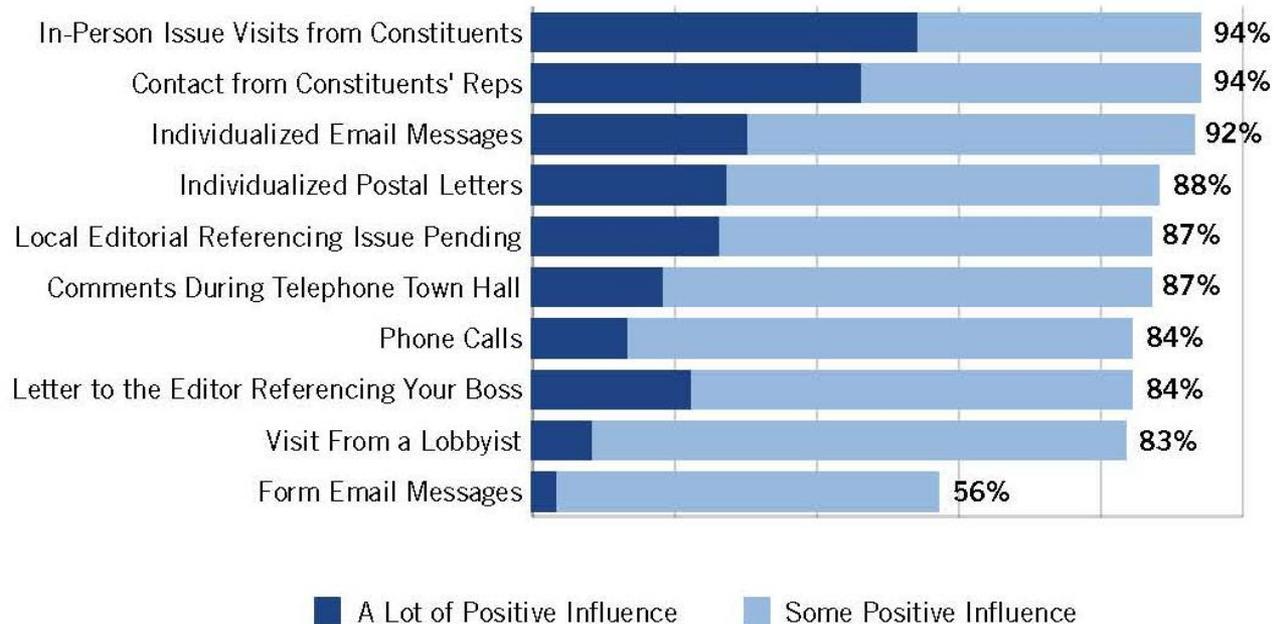


- Because our public lands, vulnerable wildlife, and our climate need you to be their voice!
- Your voice matters! We live in a representative democracy. Our elected officials are representing US.
- We need to take advantage of the opportunities afforded constituents to influence our representatives.
- Sitting down with your elected officials face-to-face makes a huge difference.
- It's not just reactive, it's proactive!

This is hard! Why do it?

Well... It works!

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?

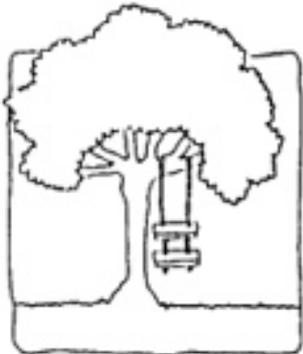


(n = 190-192)

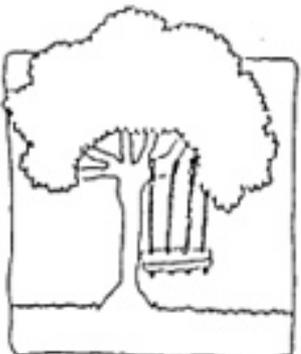
Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.

How a Bill Becomes Law

First, let's understand the process...



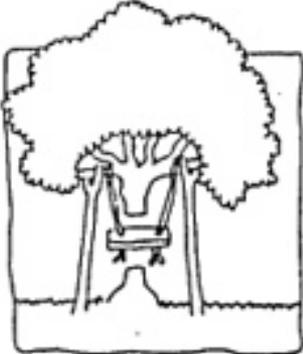
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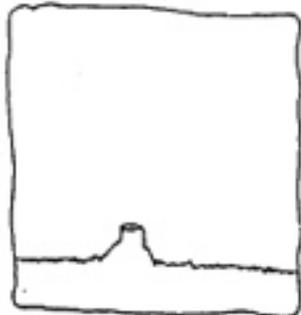
AS AMENDED IN COMMITTEE



AS AMENDED ON SECOND READING



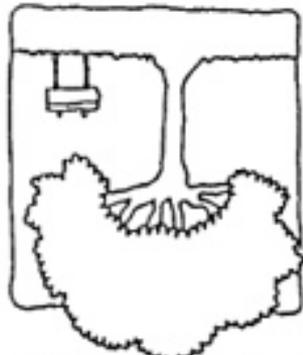
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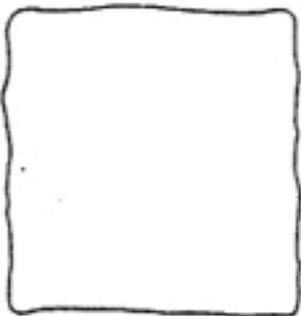
AS FUNDED BY JOINT BUDGET COMMITTEE



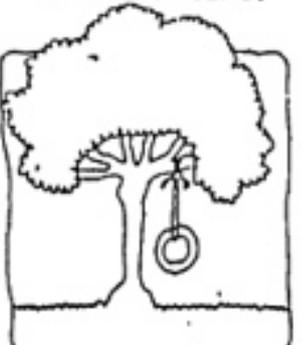
AS IMPLEMENTED BY THE STATE AGENCY



AS REPORTED BY THE MEDIA

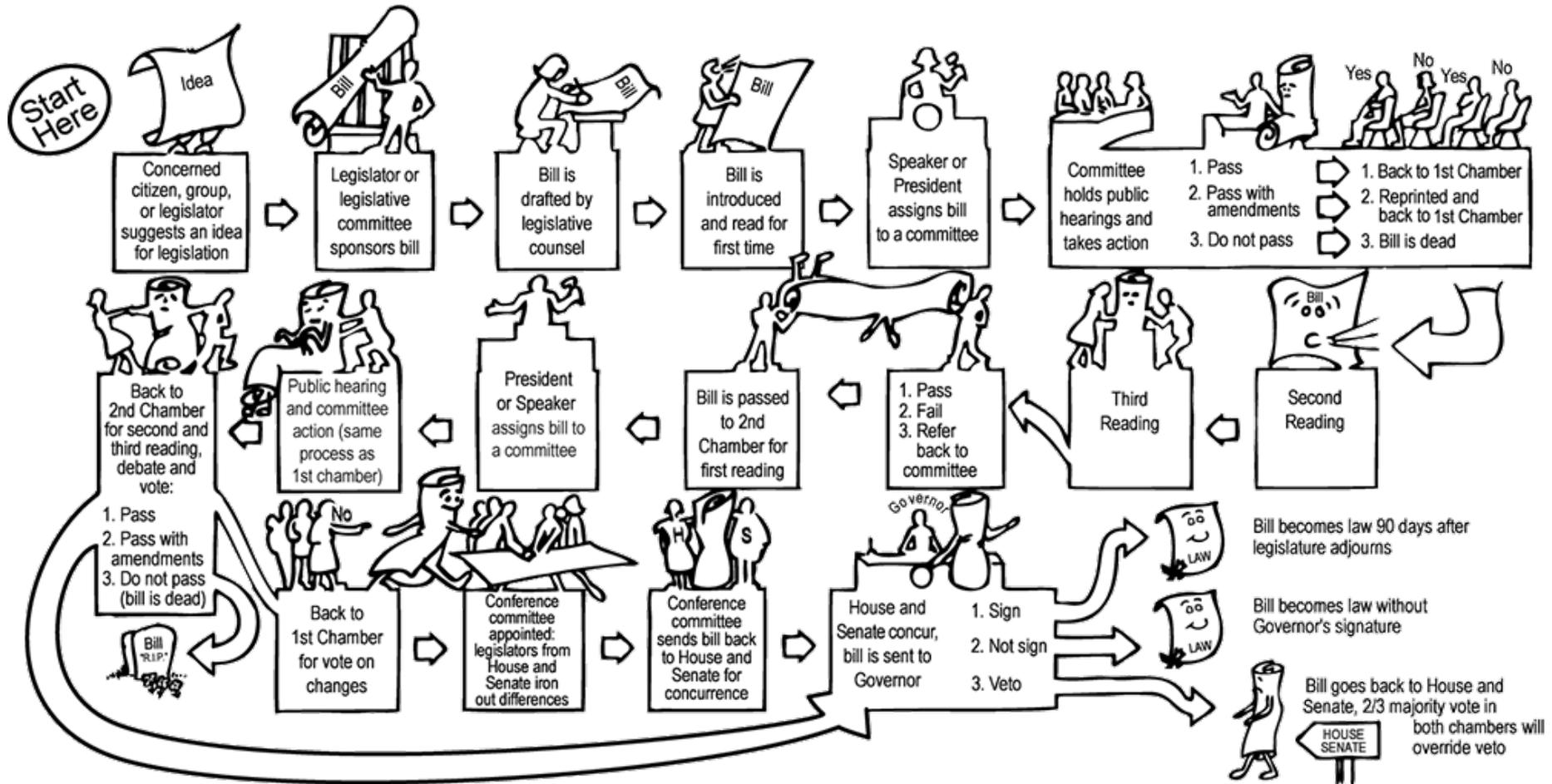


AS UNDERSTOOD BY THE PUBLIC



WHAT WAS ACTUALLY NEEDED

OK. Seriously, this time.



Setting up the meeting



A few options:

- Work with an organization (big lobby day, or group meeting)
- Call or e-mail the local office to request a meeting on your own
 - Let the office know what your topic is so you set the meeting with the right staffer
- Consider going with an ally or someone with a different background than you, to send your message in a unique way

What to expect of a lobby visit

- You'll probably meet with a staff person, not the elected official. It's all good: They are an extension of the legislator!
- You should expect to have just 10-15 minutes or so of their time (unless another expectation is discussed in advance).
- You might not get an answer to your "ask".
- Be prepared for chaos – plans can change at the last minute!



Dress for Success

Think about if you want to portray yourself:

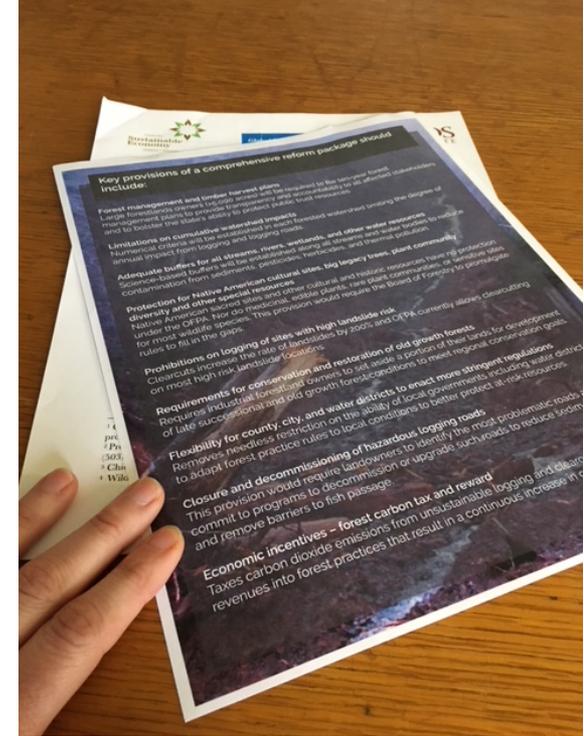
- As part of a group
- As a representative of a particular interest

If not, typically, it is best to dress professionally.

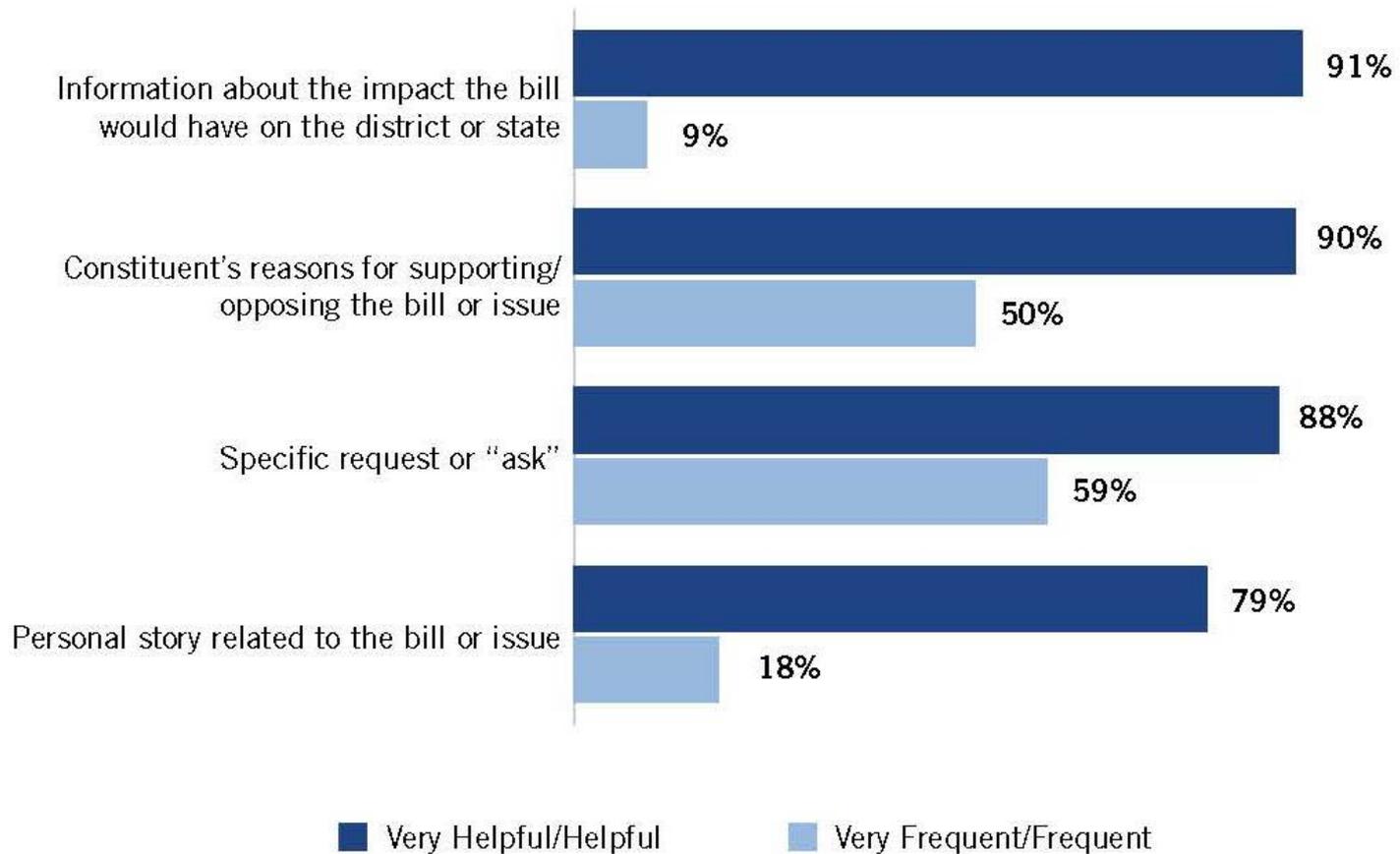


Preparation

- Know who you are meeting with – it might be a staffer.
- Connect your message to the issue.
- Know a few details about the bill or issue, including the bill number and what the bill says if possible.
- Know the legislator's history on the issue
- Prepare something to leave behind – a handout with relevant resources, photos, facts, and contact info.
- Understand what role the legislator can/does play on the issue.



**How helpful is it for messages from constituents to include the following?
How frequently do messages from constituents include the following?**



(n = 198-207)

Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.

Making a connection

- Stand out by presenting your message in a memorable way – consider photos or other “props”.
- Find something you have in common with the legislator or staffer – an activity, a place, etc.
- Know something about your legislator’s history on your issue.



Key components of effective lobbying*

- Identify yourself
- Thank the elected for a past action/stance
- Present your position and ask
- Have a good attitude
- Tell a personal story/Speak from your experience
- Request action and offer a solution
- Know & respect time limitations
- Thank them for their time
- Leave printed materials

*more on next slides

At the meeting

- Arrive a few minutes early, but be prepared to wait.
- Maintain a good attitude.
- Be respectful of the legislator's viewpoint and time.
- Approach the meeting as an opportunity to inform and to have a conversation.
- Present your view and have an “ask” and a fallback prepared.



Identify yourself



- Introduce yourself with your name and where you live/are from.
- If relevant, say what your profession, expertise, or interest is.
- If you are there on behalf of a special interest group, state the name of the organization or group, briefly describe the group's mission, and state how many members it has.
- If you know you have something in common with the legislator, use it in your introduction.

Give thanks

Even if you don't agree with the legislator on much, thank them for something they have done or said that you do agree with. Acknowledge their efforts on the issue.

- For example: Thank you for your past support of protecting Wilderness in Oregon.



Thank you Senators Merkley and Wyden for protecting our health and environment

Balancing facts and experience

Your issue and “ask” should be well-informed by facts, but it’s also important to speak from experience – it’s what makes your visit unique!

Speak from your experience:

- You do not need to be an expert to talk to your legislator!
- Talk about how the policy, law, or issue in question affects you and people like you.
- Use your own words and describe personal experiences without being melodramatic.
- Back up your information with citations to reliable sources if possible.
 - Consider having a copy or link to your sources to provide to decision makers.



Your “Ask”



- Give a clear and concise description of your position on your issue or a specific bill, including the “why”.
 - Example: “I oppose House Bill 3515.” or “I support additional protections for Wilderness, and here’s why...”
- State exactly what you would like the legislator to do.
 - Example: “I would like you to support Senate Bill 2890.”
- Ask for support for your position or for a specific action.
 - Example: “Will you introduce legislation to protect Wilderness this session?” or “Can I count on you to vote against House Bill 2614?”
- Offer a proposed solution or alternative if you can.
 - If you have a particular expertise to offer, do so!
- Have a fallback “ask” that might be more “doable” or immediate for the legislator.
- Leave a small handout summarizing your position and ask, with your contact info and other resources.

Follow up

- Sending a written thank you is a way to remind the legislator of who you are and what your message was.
 - Include a business card or small handout if you didn't leave them at your visit.
- Consider a repeat visit – advocacy takes persistence!



Let's Practice!

- Break into groups
- Write up a few talking points and your “ask” on your issue
- Practice being the staffer or “lobbyist”, then switch



Wilderness, Public Lands, Environmental Laws

Our Congressional representatives need your pressure to stand up against proposals in Congress to sell off or transfer public lands to state or private interests, and to weaken environmental laws like the Endangered Species Act. And they need your support for designating Wilderness and other protections.

Key message: Environmental laws like NEPA and the ESA are vital to protecting our public lands, wildlife, and clean water. Please stand up against proposals to weaken these laws that cut the public out of public land.

Key message: Public lands provide recreation, clean air and water, scenic beauty, and quality of life. We need to keep public lands in public hands!

Key message: Millions of acres of special places in Oregon still need Wilderness protection. Congress must protect our natural treasures for future generations. Now is the time to finally pass protections for the Wild Rogue and Devil's Staircase Wilderness proposals!



Reforming Oregon's Logging Laws

The Oregon State legislature may consider reforms to state law that govern aerial spraying, streamside protections, and clearcutting laws in the 2019 session.

We'll need your help to educate and influence state senators and representatives on these important issues.

Key message: Oregon's forest laws allow damaging logging and chemical use. It's time to reform the Oregon Forest Practices Act to protect our forests, streams, wildlife, and public health.



Let's do it IRL!

- Plan a visit with a local office (Oregon Wild will help!)
 - With Oregon Wild staff
 - With other Wild Ones
 - With a friend/friends
- Things to consider when scheduling a meeting
 - What issues are timely and within the legislator's purview?
 - What difference could your voice make at this time?



Whooo ya gonna call?

Just a reminder: It's easy to find your elected officials! These sites have maps and contact info.

- <https://www.oregonlegislature.gov/FindYourLegislator/leg-districts.html>
- <http://www.house.gov/representatives/find/>
- <https://www.senate.gov/senators/contact/>





Chandra LeGue –
Western OR Field
Coordinator
(Eugene)



Alex Harris –
Public Lands
Fellow (Portland)



Danielle Moser –
Wildlife Coordinator
(Portland)



Sarah Cuddy –
Ochoco Mountains
Campaign
Organizer (Bend)



Gaby Diaz – Office
Manager
(Portland)



Jason Gonzales – Forest
& Watershed Campaign
Organizer (Eugene)

Your Wild Ones Leaders