

SACHS MEDIA'S TOP TEN TIPS FOR LEGISLATIVE ADVOCACY

1. Remember that legislators serve communities

These are the people's representatives and they care about their constituents. Be polite, but don't be afraid to make your case.

2. Be passionate and personable

Show how much you care about your issue, and be positive. Show the need, but never be negative.

3. Be concise, prioritize your message

The legislative session is busy and time is tight. Stay on topic and make your points clear.

4. Keep it real and authentic

Lobbyists are hired advocates. You are the real deal – make sure lawmakers know how an issue affects you and your stakeholders.

5. Leverage the rhetorical triangle

Give them the facts, make an emotional connection, and leverage your credibility with a personal story.

6. Don't assume they know your issue

Legislators have different backgrounds. Recognize they may not be an expert on your issue, so be clear and concise.

7. Leave them with more information

Provide a summary of your issue that can be a resource if they have questions. This is great for both lawmakers and staff.

8. Keep banging the drum

Thousands of bills are filed every year, but only a small percentage pass. Recognize that some issues are multi-year efforts.

9. Finish your conversations with an ask

Close a meeting by letting the lawmaker know exactly what you want them to do.

10. Follow up after your visit

After visiting with members, make a point to follow up. A handwritten note can really bring home the message.

