LOBBY DAY
AND
ADVOCACY TRAINING
BEGIN THE PROCESS WITH RESEARCH
FRAMING YOUR ISSUE
USE STORYTELLING
Finding Compelling Stories & Planning Ahead
MAKE THE ASK

Examples:

- Vote for the bill
- Publically support our issue
- Exercise your power to support our goal
POINTS OF CONTACT
<table>
<thead>
<tr>
<th>LOBBY DAY FOLLOW UP</th>
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<tbody>
<tr>
<td><strong>BE SURE TO SEND A FOLLOW UP EMAIL</strong></td>
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<tr>
<td><strong>SCHEDULE FOLLOW UP MEETINGS</strong></td>
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<td><strong>BE SURE THAT EACH LEGISLATOR AND THEIR STAFF HAVE YOUR CONTACT</strong></td>
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<td><strong>ATTEND TOWN HALL MEETINGS</strong></td>
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TIPS FOR A SUCCESSFUL LOBBY DAY VISIT

- Identify yourself as a constituent
- Use personal stories
- Be brief
- Do your homework
- Take notes
- Stay informed and engaged
- Follow-up meetings
- Share, share, share
COMMON LOBBY DAY PITFALLS
After multiple times of trying to schedule it, you finally are able to meet with Representative Janet Roberts who is sponsoring legislation about protecting copyrights.

What do you ask Rep. Roberts in the meeting?
How will you present yourself?
What’s your personal story in connection to these issues?
What’s your ask of this lawmaker?
How are you planning to follow up?

Be prepared to deliver your pitch tomorrow!
Stay in touch!

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