

LOBBYING ELECTED OFFICIALS WITH SEN KIM THATCHER



GO ON THE OFFENSIVE

- PLAN
- PREPARE
 - DO YOUR HOMEWORK
 - FIGURE OUT RESOURCES AND STRATEGY
- EXECUTE AND ADAPT
 - CONTINUE HOMEWORK
- EXECUTE AND ADAPT
 - KEEP GOING AND DON'T GIVE UP
 - KEEP DOING HOMEWORK
- REASSESS STRATEGY AND KEEP GOING



ANALYZING...

- Where? Rules? In-person?
 - Get familiar
 - Look for opportunities
 - Attend townhalls
- Attend or watch remotely
- Understand the process
- Listen to public testimony.
- Read other peoples testimony



ANALYZING...

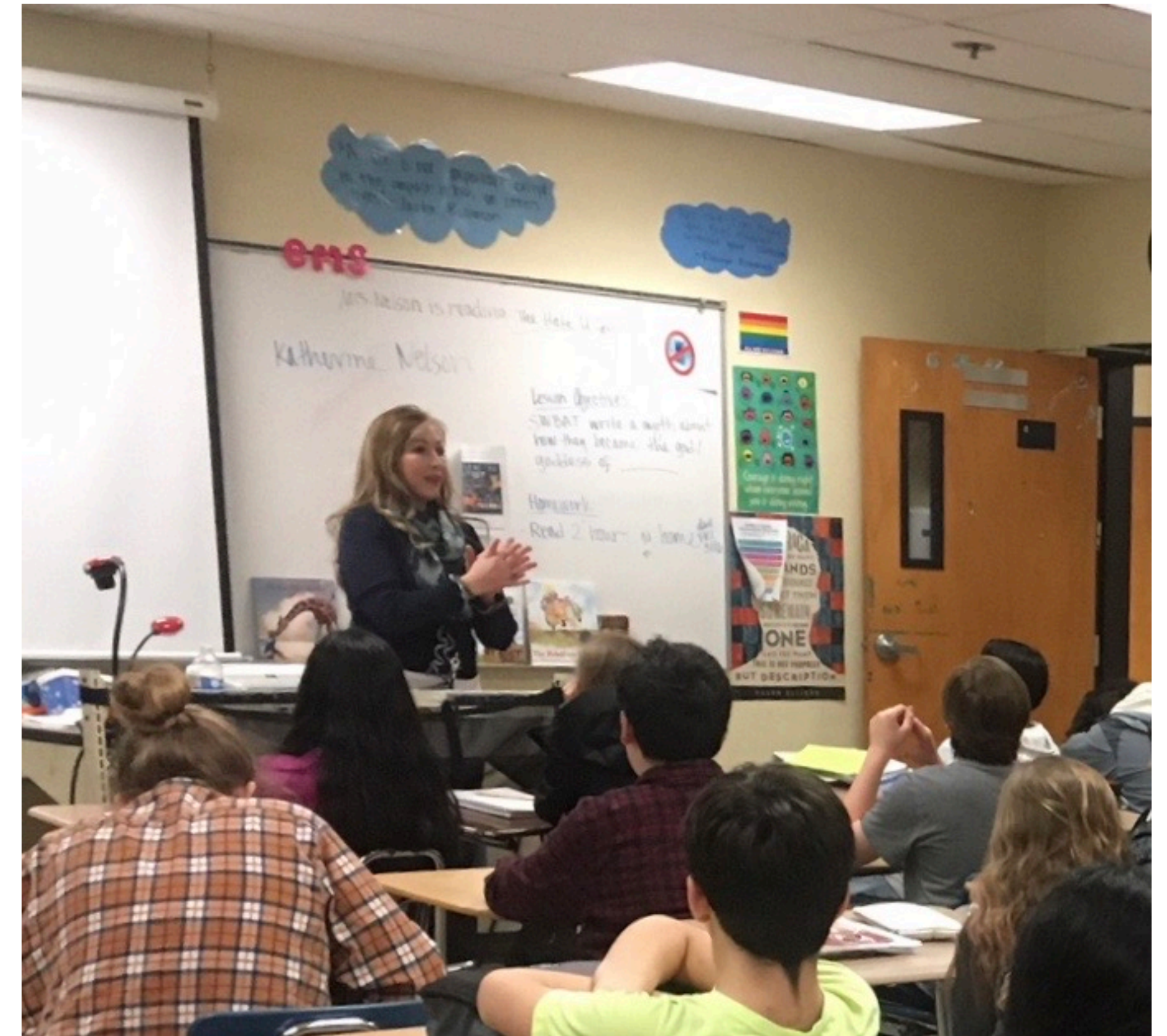
—HOMEWORK:

- Look for a weaknesses
- Find expert testimony
- Find examples



UNDERSTAND PRESUPPOSITIONS AND WORLDVIEWS

- MORE HOMEWORK and DEVELOP STRATEGY:
 - YOU: What you believe / why? your core worldview?
 - THEIR core worldview
 - Use their language
- Explain position
- Help person understand



BUILDING SUPPORT FOR...

- BUILD AND EXECUTE STRATEGY:
 - Connect
 - Create a group
 - Practice your arguments
 - Create a Facebook group.
 - Participate



COMMUNICATING ON YOUR MESSAGE

- **BUILD / EXECUTE STRATEGY**
 - Attend Townhall meetings
 - Ask questions
- Letters to the editor
- Use Social Media



GO ON THE OFFENSIVE

— BUILD / EXECUTE OFFENSIVE

- How to change existing laws
- Write a bill
- Ask legislator to help
- Get sponsors
- Track it
- Ask committee chair for hearing
- Testify



CONCLUSION

- PREPARE
- DO YOUR HOMEWORK
- FIGURE OUT RESOURCES AND STRATEGY
- EXECUTE AND ADAPT
- CONTINUE HOMEWORK
- EXECUTE AND ADAPT
- KEEP GOING AND DON'T GIVE UP
- KEEP DOING HOMEWORK
- REASSESS STRATEGY AND TAKE THE OFFENSIVE

