



# Tips for Effective Lobby Visits

## Know Your Audience

- Who are you meeting with?
- What is his/her voting history? ([votesmart.org](http://votesmart.org))
- What could you connect to in his/her background?
- Gather stories from his/her district

## Know Your Goal

- Supporter → Champion
  - Be more ambitious than just voting
- Undecided → Supporter
  - This is an important issues and your vote matters
- Opponent → Sideline Sitter
  - Become neutral so at least won't vote against
  - Won't influence someone else against us

## Develop Your Agenda

- Introductions
  - Introduce yourself and your power (numbers, press work, donors, etc.)
- Meeting Overview
  - “We are here because...”
  - We want you to...”
- Personal Stories
  - Why does this matter to you? How have you been affected?
- The “Ask”
  - Will you \_\_\_\_\_?
- Strategic Response
  - Pivot if they bring up a new bill or topic
  - Thank them if they say yes
  - Have a dialogue/ask questions
- Wrap-Up

- Next steps, thank yous, follow-ups

### Identify Your Roles

- We need someone assigned to the following roles:
  - Who we are
  - Why this is important to us/Why we are here
  - The “ask”
  - Notetaker