



Legislative and Public Policy Advocacy

Lobbying 101

Why we advocate:

Republican women are concerned, educated citizens. We're involved in our communities and states. We revere and want to preserve our nation's principles of freedom and prosperity grounded in the U.S. Constitution – the oldest written constitution still in use today in the world. It has endured because we care enough to advocate for laws and public policy at all levels of government that strengthen and protect our democratic Republic.

Effective advocacy for time-honored causes requires understanding how to lobby effectively for specific issues. Your knowledge, expertise, and/or personally-connected passion for a particular issue makes you an invaluable source of information to a member of Congress, a State legislator, or a Congressional staffer. Elected officials and their staff have varying areas of expertise, but they cannot possibly be experts on every subject impacting public policy. YOU, as a Republican activist, can be a powerful resource for our public officials entrusted with making public policy.

Successful advocacy requires knowing how to lobby effectively ... so, let's do it "red-state" right!

To lobby effectively, DO:

- **Have a clear, informed, succinct, persuasive message.**
- **Schedule an appointment – in person, by phone, or via Zoom/virtual meeting**
The people who make a difference are the people who show up! And if you can't show up, then make yourself known by phone, letter, or email. If you can't meet in person, request a phone call or virtual meeting. If scheduling a phone meeting, specify who calls whom, at what number, when, and what time zone! If scheduling a virtual/Zoom meeting, make certain who is responsible for setting it up – who is the host and who sends the invite with the "join the meeting" information. For any meeting – in person, phone, or online – monitor and adhere to your scheduled time. Find contact info for members of Congress at www.Congress.org and for state legislatures using the NFRW Legislative Committee link at www.NFRW.org
- **Properly prepare for your meeting.**
Well in advance, do your homework! Research the legislator, her/his district, and legislative priorities. Carefully research the issue you want to discuss.
Use the limited time you'll have very wisely. Be straightforward and focus on one issue. Have a specific ask, e.g., please sponsor this bill; please vote against this bill; please promote policy to impact this issue, etc.
Personalize why you are advocating for this issue; make it relevant to you, your family, friends, and the legislator's constituents.
- **Arrive prepared, presentable, on time, and with patience!**
Schedule smartly. Allow 15 minutes to wait for the Member of Congress (Member), Representative (Rep), or staff member (Staffer) to arrive for your appointment, and then 15