

Stories and emotion work best orally

- Facts are most powerful in writing – bring fact sheet
- Fact sheets should be simple and straight forward
- One to three facts will make an impact
- Follow up with Legislative Assistants for more detailed analysis.

Practice: Writing and Telling an Effective Story

- Introduce yourself
- Tell your story
- Explain the challenge and build the tension
- Paint a picture and add details
- Describe outcome
- Conclude – May be positive or sad but should inspire action
- Wrap it up. Make the “Ask”
- Address the public or greater good
- Thank the listener

Lobbying By Personal Visit

- Visit in small groups – bring constituents when possible
- Make an appointment
- Begin on a positive note/be courteous
- Listen carefully
- Clearly state your position and what you are asking the legislator to do
- Do not let the meeting stray
- Reinforce your meeting with a one-page handout
- Take a group photo to post in newsletters, etc.
- If legislator is not available, speak with an aide
- Thank your legislator for his/her time