

## Lobbying Hints & Tips

- Your lobbying is most effective when it is really based on and informed by the law- legal issues are the no1 problem when NGOs and citizen groups approach campaigning.
- Need to enter into your politician's 'space' e.g. where do they spend their time- online, within the council, at the end of an email etc.
- Where is your value as an organisation? What makes you different to other groups?
  - E.g. WCA is an umbrella group- but to what extent can WCA mobilise other groups' members and mobilise your own members?
- Petitions do not work- they are not legally binding- they are not followed by action
- Importance of connecting with organisations- multiplying your impact

## Your tools

- Social media
  - Twitter storm, tornado, or breeze...?
    - What numbers can you leverage?
    - Open letters tagging individuals
    - Objective should be measurable
    - Magnitude of leverage
  - TedTalks
  - Webinars
- Connections with other groups
  - Do the work for them: if you want them to talk about something to do with you- provide them with materials and what to say to accompany the material
- Your numbers
  - Motivate your members- use your numbers to back up your points as evidence e.g. surveys etc.
- Remember: What does success look like to you?
- Inform, Empower
  - Inform: How many people do you want to inform? Need to specify a target number
  - **Empower: Call to action is important. What to do with this knowledge that you give people? - most important**
- The power of SMART objectives
  - 1. Specific- what's your objective?
  - 2. Measurable- numbers!
  - 3. Assignable- who's working on what?
  - 4. Realistic- can you achieve it?
  - 5. Time-bound- by when?
- What is the most important element of lobbying?
  - 1. Strong legal background- know what you want and how you can get it
  - 2. Social media campaigns
  - 3. Connections with politicians
  - 4. Money

## How to become a citizen lobbyist?

1. Pick your battle
2. Do your homework- understand the law/politics around this issue
3. Stakeholder mapping- know your allies and opponents
4. Plan- identify the best course of action to make your case
5. Coalition building
6. Raise money- you might still face costs
7. Media outreach- work out how to talk and when to talk and to whom
8. Meetings- speak the language that decision-makers use
9. Stay vigilant- monitor and implement action to follow your cause closely