



## *7 Steps to a Successful Lobby Visit*

### **1. IDENTIFY YOURSELF AND THE GROUP YOU REPRESENT**

When introducing yourself, say: "Hello, my name is \_\_\_\_\_, and I am (state your position) at \_\_\_\_\_. Technical College-\_\_\_\_\_ Technical College is a elected official of Wisconsin Student Government. WSG is the official voice for the 460,000 students in the technical college system."

### **2. BE PREPARED TO CONTROL THE MEETING**

Remember that it is *your* meeting. Don't let the elected official/staffer get off track or control the agenda. Re-elected official that you may only have 15 minutes to present your issues, so be polite but firm when trying to get the focus of the meeting back on the issues you came to talk about.

### **3. STATE YOUR POSITION CLEARLY**

Once you have introduced your delegation/organization, explain your position on the issues. Use clear arguments and statistics to back up your position. Use your WSG fact sheets. Personalize the issue. Draw on your own experiences and those of students that you know to illustrate your points. Use campus specific examples wherever possible.

### **4. BE SPECIFIC**

It is your right to ask your elected officials their position on the issues. If you disagree with their position, say so. It's not enough for elected officials to assure you that they "support education" – you want them to vote a certain way, to author or co-author a bill, etc. Politicize the issue – make it clear that WSG will inform students about how the elected official is going to vote and/or what position they are going to take.

### **5. PROVIDE INFORMATION**

Always try to leave behind "one pagers" on each issue you discuss. This gives the elected official/staffer reference material. During the meeting, be as informative as possible, but never speculate about facts you are not sure of. If you don't know the answer to a question, say so. If it is something you can find out, promise to do so as soon as possible. Don't assume that your elected official already knows your position or has taken a position yet themselves. Also, don't assume the elected official or their staff understands or knows the issue.

### **6. FOLLOW UP**

After a lobby visit, follow up with a letter restating your position and thanking the elected official/staffer for their time. If you meet with a staffer with whom you have an established relationship, an email may be sufficient. Also, include any information that you promised to follow up on in the meeting. After you send a letter, think of ways that you can continue to build a relationship with the elected official. Invite the elected official to your campus. Organize a campaign and continue to pressure your elected official if they are shaky on your issue. Remember that a lobby visit is only one step in building a relationship with your elected officials.

### **7. DEBRIEF WITH WSG**

Be sure to fill out a WSG Lobby Visit Report Form ([www.wsgtec.com/campaigns.htm](http://www.wsgtec.com/campaigns.htm)). Tell us the substance of the meeting, the elected officials' position, and determine what the appropriate next steps should be. Talk to the Legislative Affairs Committee about any follow up that should be conducted by WSG and take responsibility for following up with the elected official at the campus level.